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january 1957

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manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

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Jack Greer started an enterprise with few resources ten years ago. He has since parlayed his business into one of the largest industrial products concerns in the South. How did he do it? This and the story of how Texize Household cleaner was born is reported on page 59.



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Manufacturers record

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EPA

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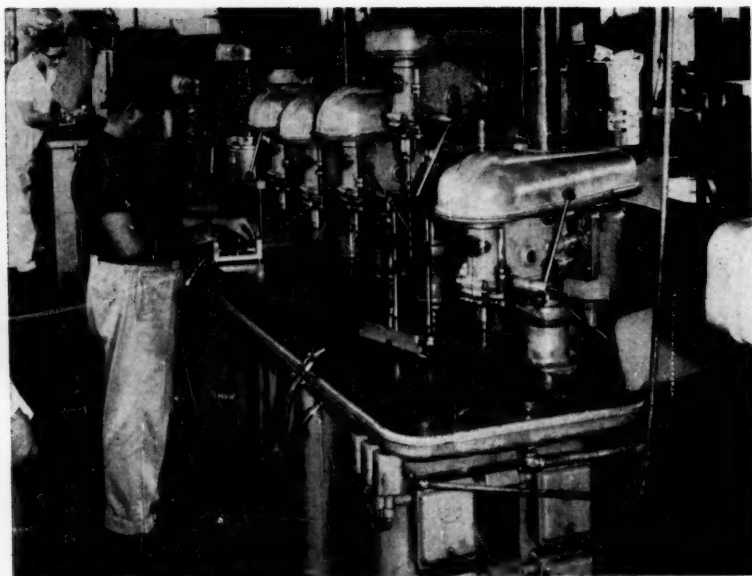
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LETTERS

SIRS: We are now preparing illustrations for the 1957 *American Annual*, a record of the events of 1956, and I'm writing you in regard to a picture of the new monorail system being tested in Houston. The picture appears on page 32 of the April issue of *Manufacturers Record*. The monorail system might be used as an illustration for the article on "Urban Transit" and we would like to obtain a black-and-white glossy print of a picture similar to the one you used. . . . Thanks very much for your kind assistance.

JOHN WHITMIRE
Picture Editor
The American Annual
2 West 45th Street
New York 36, N. Y.

SIRS: An article appeared in your October issue of *Manufacturers Record*, entitled "First Research Names Cities That Are The Twenty Largest Markets In The South." The article gave credit to the First Research Corporation for the statistical figures in this article. I would appreciate knowing their address and the names of their officers in order that I may contact them. . . .

JAMES C. WALSH
Director of
Corporate Development
The Hecht Company
Baltimore, Maryland

► We are glad to furnish you with the address of the First Research Corporation:

Mr. Philip Moore, President
First Research Corporation
First Research Building
2nd Ave. and 13th, S.W.
Miami, Florida

SIRS: The folks in our organization find a great deal of interest in *Manufacturers Record*. We pride ourselves in keeping fairly well abreast of what goes on in the Electronics field in Florida, but frequently find that you are somewhat ahead of us. . . .

ARTHUR H. LYNCH
Arthur H. Lynch and Associates
Technical Sales Representatives
for Florida
Fort Myers, Florida

SIRS: I was very pleased to learn that Jouett Davenport has been named Managing Editor of Conway (Publications), and I would like to express my sincerest congratulations, and wish him the best of luck in his new position.

FREEMAN STRICKLAND
Senior Vice President
The First National Bank of
Atlanta

SIRS: I read with considerable interest that Jouett Davenport has been named Managing Editor for Conway Press. I am delighted with this promotion and am sure he is going to be very happy in his new post, to say nothing of the fact that, with his experience and talents, his contributions to business news in this region will be considerable.

A. L. FELDMAN
President,
Puritan Chemical Co.
Atlanta, Ga.

LETTERS

SIRS: I was delighted to hear that Jouett Davenport has been chosen for an important post with Conway Publications. I have always been aware of his ability and all his friends are pleased that it is being recognized and rewarded. With every good wish for your continued progress in this great field.

EDISON MARSHALL
"Breetholm"
Augusta, Georgia

SIRS: . . . It is a real pleasure to write this note of congratulations to Jouett Davenport and to Conway Publications. To Davenport, because the move is a deserved recognition of his ability and to Conway, because they acquired themselves a very valuable man.

WILLIAM W. LEWIS
Courts & Company
Atlanta, Georgia

SIRS: I was delighted to learn a day or two ago that Jouett Davenport has become associated with Conway Publications in the capacity of Managing Editor. Please permit me to join his many friends in extending very best wishes for a successful career in his new endeavor.

F. G. RODGERS
Assistant Vice President
Trust Company of Georgia
Atlanta, Georgia

SIRS: While we hate to see Jouett Davenport leave the *Atlanta Journal*, we, here at Colonial, want to wish him success and every good wish in his new venture as Managing Editor of the Conway Publications.

W. L. RAMSEY
Vice President
Colonial Stores
Atlanta, Georgia

SIRS: Jouett Davenport's new assignment is as important to the South as I hope it will be to him personally. I was one of the many that were pleased to see Mr. Conway get control of the *Record* and broaden its viewpoint. The addition of Davenport's sound vision and great talent as a writer and editor will enlarge the service and effectiveness of all the Conway publications.

J. C. HAYNES
Public Relations Director
Sears, Roebuck and Co.
Southern Territory
Executive Offices
Atlanta, Georgia

SIRS: . . . Regarding the story in the December issue on Mr. Kerrigan, we would like to order 1000 reprints of this and 25 copies of the magazine. . . .

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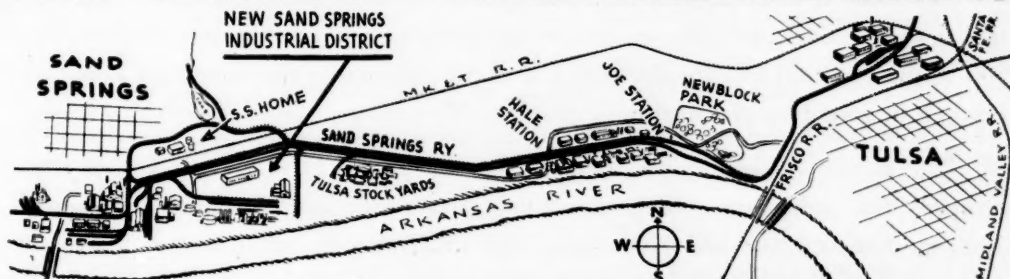
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Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

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American Telephone and Telegraph Company



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We in the telephone business are servants of the public. The services we perform are necessary to the people of the United States. They are necessary to the building of our nation and to our national security. Clearly, we occupy a position of great public trust.

We are also trustees for the savings of every individual who has put money in the business. It is our responsibility that the business shall prosper.

We think it all-important therefore that we furnish the best telephone service it is in our power to provide—a service high in value and steadily improving—at a cost to the user that will always be as low as possible and at the same time keep the business in good financial health.

The success of the business depends on the people in it. To serve well and prosper, Bell Telephone Companies must attract and keep capable employees. They must be well paid and have opportunity to advance in accordance with ability. And we must continually develop first-rate leaders for the future.

Finally, it seems to us that it is always our duty to act for the long run. Sound financing, good earnings, reasonable and regular dividends—these are all long-term projects. So is our continual research to find better means for giving better service. So is the building of the human organization and character on which good service depends. So is the training of leaders. In all our undertakings, the long view is essential.

This is the way we understand the trust you have placed in us. It is a trust that deserves, and will continue to receive, the most painstaking care we can give it.

Working together to bring people together
BELL TELEPHONE SYSTEM



The pioneering instinct remains strong in this country, as evidenced by the launching of 129,987 new corporate enterprises during the first 11 months of 1956.

That total, 1.5 per cent greater than the 128,112 new incorporations recorded in the like 1955 period, was a new high record. This is a clear indication that the business climate has been good enough to inspire individuals in all parts of the nation to take the risk of entering new business ventures.

All this is, of course, most encouraging. However, in the midst of the pioneering and risk taking, there is a continuing trend among a large segment of the population to demand an ever-increasing degree of security. The desire for this is basic, certainly, in human beings. Even those hardy souls who struggled across the prairies in covered wagons were looking toward getting their own little bits of land and establishing the security of a home.

Yet, it was lack of security and desire for adventure which inspired them to make the trek into the unknown. In short, they had powerful incentives.

Thus, while the desire for security is literally universal, incentive is the chief thing that makes most individuals put forth their best efforts. It follows, then, that too much security easily won tends to reduce incentive.

It is easy, therefore, in these days of so-called fringe benefits, guaranteed annual wage levels and various other bolsters to security, for many persons to sit back and do considerably less than their best. This is not good for the individual or for the employer.

Since this is true, it would be well for businessmen in their forward planning to make a renewed study of what the value of genuine incentives means to them and to their workers.

* * *

Short Shots:

Leading economists surveyed by F. W. Dodge Corporation have come up with the conclusion that 1957 will be the best business year in history, at least in terms of dollars. Summed up, their views were:

1. Business activity will set new records in 1957 in dollar terms, but this will be primarily the result of shrinkage in the purchasing power of the dollar, rather than a real increase in output.
2. The consumer and wholesale price indexes will continue to rise, moderately but definitely.
3. The rise in prices will be primarily the result of wage increases.

* * *

Keith Funston, president of the New York Stock Exchange, says that corporate philanthropy is on the increase. Among reasons for this is that businessmen have become honestly convinced of the need. Another is that they must have a healthy economic, social and political climate in which to survive and grow—and they know that if business fails to support worthwhile institutions, then the government will do the job, which would be one

of the worst things that could happen to the private enterprise system.

A third reason is that one of industry's most pressing problems is where to get tomorrow's trained manpower. The nation's private colleges and universities—which Mr. Funston calls "the well-spring of that manpower," are in financial trouble, and it is up to business to help eliminate that trouble.

* * *

Dr. Frank J. Soday of Decatur, Alabama, president of the Southern Association of Science and Industry, observed in a recent speech that today the South has more than 80 per cent of all cotton textile production in the United States and about the same proportion of the rayon and acetate textile production. He stressed also that the woolen and worsted industry is moving South at a steadily accelerating rate.

Dr. Soday, who is vice president of Chemstrand Corporation, made the additional significant comment that the manufacture of synthetic fibers promises to be one of the most important manufacturing operations in this region.

His forecast: Output of such fibers will increase from a current rate in excess of 400 million pounds annually to four billion by 1975.

That's a clear challenge to those in the South concerned directly or indirectly with production and marketing of textiles.

* * *

The Chamber of Commerce of the United States is continuing its efforts to emphasize the importance of business action during the 85th Congress. So intent is the organization on kindling the vital interest of business leaders on major legislative issues before the Congress that it is sending a team into the field on a 10-city tour.

Two of the meetings will be held in the South, one at Dallas on February 15 and the other in Atlanta on February 19.

Heading the National Chamber team will be Chamber President John S. Coleman. He will be armed with an up-to-date Congressional calendar showing pending measures, who will introduce them, and what the results might be in the event of passage.

It would be well for executives to make every effort to be at one of these meetings or to request a full report on the important aspects of the Chamber's efforts in this connection.

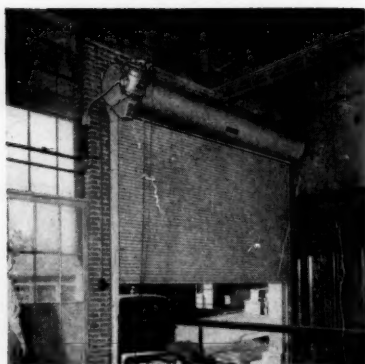
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This worthy admonition comes from the National Association of Manufacturers:

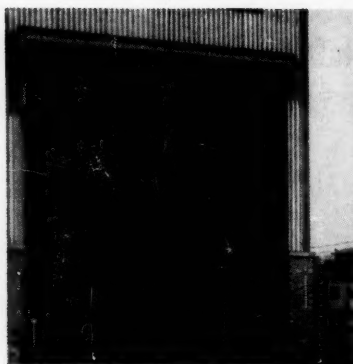
"If rising wage rates are accompanied by rising productivity, that is one thing. But, when rising wage rates, forced on the national economy by union economic or political power, exceed productivity increases, prices rise generally and inflation threatens. . .

"Continuous inflation in our country will lead ultimately to disaster and economic collapse. It must be avoided at all costs."

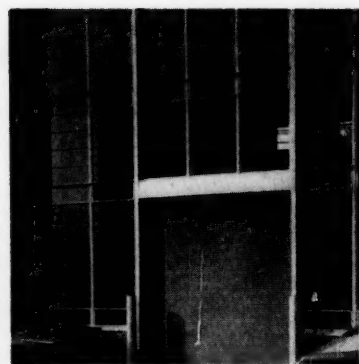
—J. D.



1 Where hoists or conveyors travel close to the doorway, or where side-walls or ceiling areas are not usable for door storage.



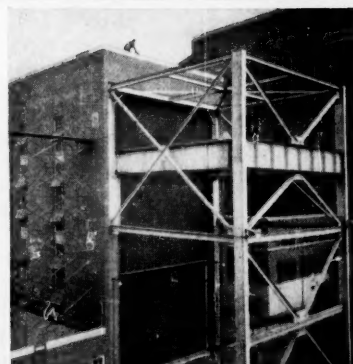
2 Where ceiling-high openings, or economies of low-headroom construction, suggest doors mounted on exterior walls.



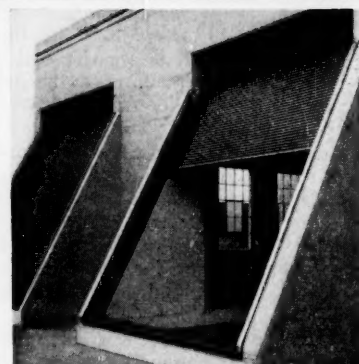
3 Where surrounding window or glass areas would be blocked off or made unsightly by opened doors, tracks, or rails.



4 Where door areas must remain clear from jamb to jamb and floor to ceiling, for unimpeded materials-handling.



5 Where openings are too wide, too high, or too big to make anything but a Kinnear Steel Rolling Door practical.



6 Where openings are at an angle, or horizontal, or where no sidewall or headroom areas permit storage of opened doors.

Seven Conditions That Call For Kinnear Steel Rolling Doors



7 And wherever you want to be sure of longer-lasting, low-maintenance, space-saving door efficiency that costs less in the long run.

Only a few advantages of the all-steel interlocking-slat door with coiling upward action, *originated by Kinnear*, are shown above. But the features that make Kinnear Rolling Doors best for these conditions make them best for any installation!

These famous doors, whether opened, closed, or in operation, leave all surrounding space usable at all times. When closed, they protect openings with a continuous curtain of steel. And instead of sacrificing door efficiency to do it, *they increase efficiency tremendously!*

You can have these Kinnear advantages with either manual or motor operation. Motorized doors can be equipped with push-button switches at any number of points.

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MANUFACTURERS RECORD

(IN REVIEW)



JANUARY 1884

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

Need of a New Census for the South What Gov. Bloxham Thinks of the Subject and What He Says of the Great Development of Florida

Among the letters received in reference to a late editorial in the Manufacturers Record, setting forth the needs of a new census in 1885 for the South, we have the following:

EXECUTIVE OFFICE

Tallahassee, Fla., Dec. 26, 1883

Editor Baltimore Manufacturers Record:

DEAR SIR—I fully concur in the views of the RECORD that the census of 1879-'80 is useless so far as Florida is concerned. Our growth in all the elements that constitute a State has been so great since that period that we can scarcely recognize ourselves in the census.

To illustrate:—We had in 1880 about \$31,000,000 as taxable resources. We have now about \$56,000,000, and a full and thorough assessment would give us \$100,000,000. We had then a population, as shown by the census, of 269,493; we now have, I think, fully 400,000.

We then had about 37,000 children attending school; we had in 1882 52,000, and the increase has been so much above that during the present year that it is probably doubled since the census.

We had in 1879-'80 537 miles of railroad; we now have 1,239 miles, more than doubling our railroad facilities in three years; that in itself speaks volumes.

But why go further into details. Our State during the last three years has attracted capital and population to such an extent that the skeleton of three years ago would not be taken for the vigorous, growing youth of today. I say youth, for Florida has just entered upon her great career, and since the last census grown so rapidly that she is now on the high road to a leading position among her southern sisters. When you take her population in 1879-'80 and calculate the proper percentage, and compare it with 1883, she has far outstripped, in population, wealth, school facilities, and railroads, any of her southern sisters, if not any State in the entire Union.

I should be gratified to see, as you suggested, the census taken throughout the South in 1885. It would show such progress as would necessarily attract attention and add to its growing wealth and population.

Very Respectfully,
 W. D. Bloxham

Record Establishes Atlanta Office

It affords us pleasure to announce that we have established a Southern office of the BALTIMORE MANUFACTURERS RECORD in Atlanta, Ga. As the MANUFACTURERS RECORD is the leading industrial paper of the South and the exponent of the marvelous resources of that section, it is peculiarly appropriate that it should be even

more closely identified than heretofore with the city that is everywhere regarded as the leader in the South's onward march of development. This enviable position has long been held by Atlanta; and if her business men continue to display the same energy and enterprise in the future as in the past, there is no doubt but what she always will be the representative city of the New South. Col. I. W. Avery, of Atlanta, so well and favorably known to the people of the South as to need no introduction from us, will have the management of our Atlanta office.

Immigration to the South

The Southern Immigration Association, the organization of which, last summer, was strongly commended by the MANUFACTURERS RECORD, is working up considerable interest throughout the South as to the importance of inducing foreign immigration to that section. We have repeatedly urged upon the southern people the necessity of making known to intending emigrants of the Old World the boundless resources and wonderful advantages of the South for all classes of people—for the capitalist, the laborer, the mechanic and the farmer. So far as Europe is concerned, comparatively little is known of the resources and advantages of the southern states, while, in fact, to the majority of Europeans that section is regarded as a place to be shunned. . . . The South must be aroused to the value of immigration. . . . To do this it will be necessary to persistently advertise in every possible way, throughout all European countries, the advantages offered by the various sections of the South.

There ought to be some united action of the southern states in this matter, so that no local State jealousies will be engendered, and so that when an immigration agent finds a

foreigner who wants to settle in some portion of the South he can learn of the advantages of every section, and thus be able to select a good location.

It is important in carrying on this work that regular lines of steamships should be established to one or more Southern ports of which there are a number offering excellent facilities for such lines. Norfolk, Savannah and Charleston are probably the most desirable on the Atlantic coast, while New Orleans and Galveston would be best for the gulf section. Baltimore already has a large immigration business, but it is mostly by the North German steamers that are in the interest of the Baltimore & Ohio Railroad, which takes its immigrants West.

In this work there must be the combined efforts of the States, the people individually and the railroads.

Manufacturing

The Pennsylvania Railroad and the Northern Central Railroad have each given orders for 1,000 new coal cars.

The Citizen's Railway Company of Baltimore, will build a new stable for 800 horses.

Work just commenced on a new opera house in Jacksonville, Fla., to seat 1,200 people.

It is reported that Messrs. W. T. Blackwell & Co., of Durham, N. C., manufacturers of tobacco, will spend \$50,000 in making a display at the New Orleans Exhibition.

The Columbus (Ga.) Iron Works are building a number of ice making machines. This branch of their business, which was lately introduced, is developing very rapidly.

The Columbus (Ga.) Fertilizer Company, inaugurated about a year, with a capital of \$100,000, have completed their factory, and on Dec. 29 started their machinery.

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W. H. SADLER, Pres't, Nos. 6 and 8 N. Charles St., BALTIMORE, MD.



Lines superimposed on picture show where new facilities will be erected at the DuPont plant at Waynesboro, Virginia. The new units will produce "Orlon" acrylic staple and tow. With the completion of the project, it will increase DuPont's capacity to more than 100 million pounds of the product annually. The plant, in operation since 1929, currently employs 2,300 workers.

Dupont Gets Underway On Waynesboro Expansion

New Facilities to Produce Orlon Acrylic Staple; Several Hundred More Persons Will Be Hired

WILMINGTON, DEL. Construction has begun on DuPont's new facilities to produce "Orlon" acrylic staple and tow, adjoining its large acetate yarn manufacturing unit at Waynesboro, Virginia.

Du Pont President Crawford H. Greenwalt said the decision to build the new Waynesboro plant was in direct response to the increased sale of Orlon over the past four years. It has been the company's fastest growing fiber,

with sales having climbed to twice the 1952 figures.

The new plant, designed to handle 40 million pounds of this textile fiber annually, will bring DuPont's capacity to produce "Orlon" staple and tow to over 100 million pounds yearly.

The acetate plant in Waynesboro has been in operation since 1929 and employs 2300 people at present. DuPont says the proposed facility will provide jobs for several hundred more persons.

The Waynesboro announcement was the second one within a short period that the company had decided upon building at an existing DuPont location. A new nylon plant was recently scheduled to be erected at the site of the company's rayon plant in Richmond, Va.

One-thousand workers are engaged in constructing the Waynesboro plant and it is expected that the facility will be completed late in 1957.

Sperry-Rand Doubles Gainesville Plant Area

GAINESVILLE, FLA. Sperry-Rand, Inc., is doubling the production capacity of their plant here. The original plant, which was completed a year ago this past December, is being enlarged by 36,000 square feet.

Chemstrand's Plant At Pensacola Will Be Expanded Again

PENSACOLA. Production capacity of the Chemstrand Corporation's nylon plant here is again to be increased, this time to 114 million-pounds-per-year, Chemstrand President E. A. O'Neal has announced.

The new facilities, O'Neal said, are scheduled for completion by the second quarter of 1958. The increased capacity is scheduled to come into production at an 88 million-pounds-per-year rate in November, 1957, and 100 million-pounds-per-year in January, 1958. The original plant was designed for a rated capacity of 50 million-pounds-per-year and production operations started in December, 1953.

The Chemstrand nylon plant here is the world's largest wholly integrated nylon plant and the first of its type to be built in the United States. Officials said it uses "the latest developments in complete instrumentation and controls for maintaining the highest standards of quality."

The Pensacola plant is also Florida's largest manufacturing plant. It currently has some 4,500 employees.

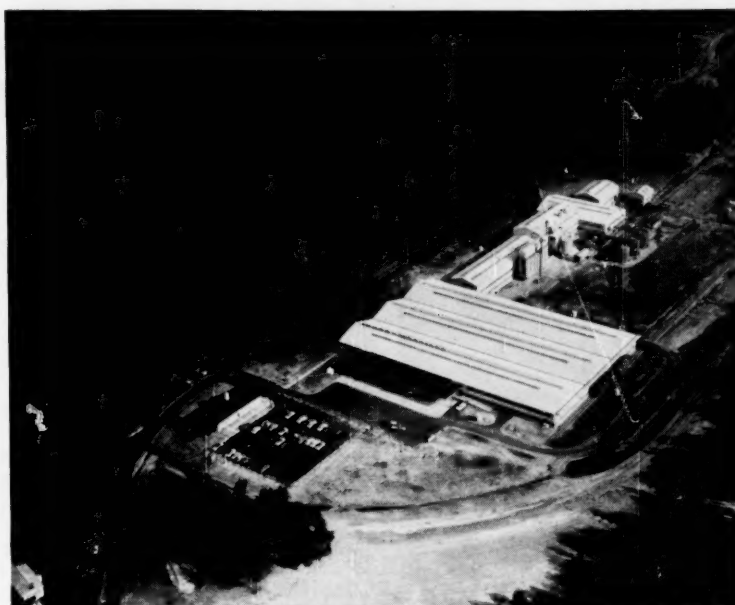
The Chemstrand Corporation, which also manufactures Acrilan acrylic fiber at Decatur, Alabama, is a jointly owned associate company of American Viscose Corporation and Monsanto Chemical Company.

Dixie Controller Erects New Birmingham Office

BIRMINGHAM. Dixie Controller, Inc., has moved into its new factory-office building at Homewood near Birmingham.

J. R. McLay, president of the company, said the facility had been designed to increase the firm's production capacity tenfold. He added that he anticipated need for increasing the size of the new structure early in 1957.

Incorporated in Alabama in July, 1954, Dixie Controller is engaged primarily in the design and manufacture of electrical control and instrumentation systems.



The new Savannah facility of Johns-Manville incorporates the latest methods of manufacture and distribution. It is especially located for serving the rapidly-growing southeast.

\$180 MILLION PROGRAM

Johns-Manville Begins Work At New Plant in Savannah

SAVANNAH. Johns-Manville has begun manufacturing operations serving the southeastern United States from its new asphalt shingle and roll roofing plant located here.

Company officials said that the plant is part of a \$180 million expansion and modernization program that has been in progress since the end of the war.

The century-old company has facilities that stretch from Matheson, Ontario, to New Orleans, and from Manville, N. J., to Los Angeles.

J-M's Savannah plant is located on a 58-acre tract that was formerly part of the famous Heritage Plantation. It puts into constructive use, acreage that had been out of cotton production for nearly half a century.

The 100-man plant is so designed that production can be tripled when further expansion becomes justified. At present, the three main plant buildings provide more than 100,000 square feet of floor space.

Scott Candler, Secretary of Commerce of the State of Georgia, came from Atlanta for the recent dedication of the plant. During his speech, Candler called attention to the fact that in the last seven years, Georgia has stood fourth in the entire nation in the growth of new major industries, exceeded only by California, Texas and Ohio.

He went on to say, "This great new Johns-Manville plant is an indication that Georgia will maintain this lead in 1956 and may even forge ahead of some of the other states."

Commenting on the \$500,000 a year payroll, L. C. McClurkin, Chairman of the Savannah District Authority, pointed out that "Johns-Manville will mean a substantial addition to the local payroll at Savannah." He said that location of the newest Johns-Manville plant had already assisted in the development of still another industry to supply Johns-Manville with part of its raw material.



George R. Bryant announces major enlargement of chemical plant.

EASTERN AIR LINES OPENS \$100,000 ATLANTA UNIT

ATLANTA. Eastern Air Lines is moving ahead rapidly on an expansion and improvement program for its Atlanta facilities, the total cost of which will reach \$6.3 million.

Recently opened here was the airline's new reservation and sales office. Covering 15,000 square feet, the facility cost \$100,000. The equipment is designed to handle 125,000 local incoming calls a month, and there are 74 positions for reservations agents.

Southern Division headquarters for Eastern, as well as the District Sales Office, are in the new installation.

On another part of the expansion program here, the airline is completing

new temporary ramp facilities at the Atlanta Airport at a cost of \$750,000. The new concourse provides for 22 gate positions and includes an air conditioned waiting room.

Further, Eastern will expand its air freight, ticket counter and baggage claim area at the airport here, and the line's present hangar will be enlarged. These two moves will cost a total of \$447,000.

The addition to the existing hangar will be a temporary expedient pending construction of a \$5 million facility which is planned to be one of the largest in the South.

PORT NECHES EXPANSION TRIPLES JEFFERSON OUTPUT

President George Bryant Says Program Is "By Far the Largest Undertaken Since '44"

HOUSTON. The Jefferson Chemical Company has announced a major expansion of its petrochemicals plant at Port Neches, Texas. Spokesman George R. Bryant, president of the company, said that the program is by far the largest undertaken by the company since its formation in 1944.

The expansion will increase production facilities for Jefferson's existing products. It will also provide installations for the output of various raw materials now being purchased and lead to the manufacture of several new products.

When pressed for specific information concerning the expansion, Bryant said that Jefferson will "triple production facilities for ethylene, used by the company as a starting material in manufacturing numerous other chemicals."

He also said that it will permit Jefferson's entry into new fields based upon ethylene.

The expansion will also enable the company to double its capacity for ethylene glycol which is used in the production of non-volatile antifreezes, and to increase by 50 percent the production of ethylene oxide used in the manufacture of detergents and as a

starting material for synthetic fibers.

Construction of dock facilities on the Neches River is already underway in anticipation of the forthcoming expansion. Separate storage facilities are being installed adjacent to the new docks.

Jefferson is a jointly owned subsidiary of American Cyanamid Company and The Texas Company.

Hupp Corporation Plans Waynesboro Warehouse

WAYNESBORO, GA. Perfection Industries Division of Hupp Corporation will build a new 28,000 square foot warehouse at the site of its plant here, it was announced by W. H. Haag, Perfection president.

John Gardner, vice president of Perfection and general manager of the Georgia plant, said that more space was necessitated by expanded production of the company's heaters and furnaces. Space now used for storage will be converted to production uses.

The new warehouse, adjacent to the Perfection plant, will provide for inside loading of railway box cars and will be equipped with a modern, fire-protection sprinkler system.

500 WORKERS SEEN FOR AEROJET PLANT

ORLANDO. Construction is under way here on a building, with 20,000 square feet of floor space, for Aerojet General, Inc. The structure will house the engineering and instrumentation of rockets.

When the project is completed, the company will have some 500 employees at the plant.

According to Dan Kimball, president of the firm, Aerojet has plans to construct a larger plant in the Orlando area within the next three to five years. Eventually, employment will reach several thousand.

Aerojet has had an engineering and planning office in Orlando since July, 1956.

Schering Picks Dallas, Texas As New Distribution Center

DALLAS. A Southwest Division distribution center has been established by Schering Corporation in Brook Hollow Industrial District here.

Schering, of Bloomfield and Union, N. J., is a leading manufacturer of prescription drugs and a pioneer in the development of hormones.

With 12,500 square feet of floor space, the new building here will serve Schering's customers in an eight-state area.



J. S. Worden sees completion in spring.

Texaco Plans Expanded Unit

PORT ARTHUR, TEXAS. Construction is scheduled to begin here early this year on a large fluid catalytic cracking unit for The Texas Company's refinery.

The new unit is reported to have a rated throughput capacity of 90,000 barrels per day, including 30,000 barrels of recycle stock.

John S. Worden, vice president in charge of The Texas Company's Refining Department, announced that site preparation is in progress and that construction will begin in the Spring.

The unit, scheduled for completion early in 1958, will cover three acres, and its tallest tower will rise 165 feet, equivalent in height to a 13-story building.

Construction of an 80,000 barrel per day capacity vacuum pipe still is scheduled to begin early this year, and is expected to be ready to begin operations later in the year.

Tampa Builds Hotel Costing \$1.5 Million

TAMPA. Construction started around Christmas on a new 134-room hotel here to cost some \$1.5 million. The site is situated on the west bank of the Hillsborough River, just across from the main business district. Joseph Mann of Miami Beach is the contractor.

LATE NEWS HIGHLIGHTS

NEW BERN, N. C. The Union Bag-Camp Paper Corp. has exercised their option to buy approximately 5,000 acres of land near New Bern as a site for a future paper mill. The site is located on the New Bern-Kinston Highway, approximately 12 miles from here.

WEST MEMPHIS, ARK. Production is scheduled to begin March 1 at the nation's first homogenous flakeboard plant, United Wood Corporation, located here. D. N. Copp, president of the corporation, reported that the press, flaker and dryer are already installed and that commitments on delivery of other components indicate that production will begin on schedule.

ASHLAND, KY. The Chesapeake & Ohio Railway Company is planning to spend \$40 million in this area during 1957, largely for the construction of 5,000 hopper cars at Raceland. At present the railroad employs about 1,575 workers, but that number is expected to increase to 1,700 when a new expansion project is completed.

OKLAHOMA CITY, OKLA. Kerr-McGee Oil Industries are planning a \$1.9 million expansion program for their offices here. The new construction will more than triple the company's present office space. Completion is expected this year and will put all Kerr-McGee offices under one roof.

ATLANTA, GA. H. W. Lay & Co. of Atlanta announced plans to build a \$300,000 potato chip plant near New Orleans, and president Herman W. Lay has admitted that his company is shopping for further expansion opportunities. Present plans call for the completion of the facility late this summer.

ORLANDO, FLA. Radiation Inc., of this city, has formed a subsidiary known as the Dikewood Corporation, which will primarily be a consulting agency for the electronics industry. Major fields of operation will be in guided missile and avionics studies. The parent company is at present engaged in research, development and manufacture of data processing equipment for guided missiles and experimental aircraft, as well as the development of specialized telemetry, instrumentation and radar systems.

DANVILLE, VA. Construction began on Virginia Solite Corporation's new plant near here late last year. The addition of this facility will bring total production to more than one million cubic yards annually, making this company the only one of its kind to achieve this large tonnage production.

TALLAPOOSA, GA. Pequanoc Rubber Company of Butler, N. J., will start construction in January on a half-million-dollar, 25,000-square-foot factory here. The firm expects to have the plant in operation in about six months.

MIAMI, FLA. Eastern Air Lines has announced the construction of a \$5 million shop facility for overhauling jet engines at the International Airport here. The new shop is expected to employ 1,000 by 1958 and will be located adjacent to Eastern's present piston-engine overhaul shops.

SHREVEPORT, LA. A new \$1 million hardwood flooring plant has been opened here by the Frost Forest Products Division of Olin Mathieson Chemical Corporation. The plant is capable of turning out more than 25 million board feet of flooring a year.

PASCAGOULA, MISS. H. K. Porter Company, Inc., has announced plans to build a chemical plant here to produce magnesia and basic refractory products. The cost of the plant is estimated by T. M. Evens, Porter's president, at \$8 million, and completion is scheduled for early 1958.



The Johnston Division of Riegel Textile Corporation's new fabricating plant is devoted to the manufacture of diapers, crib sheets, infants knitwear, pillow cases, etc. The plant is one story with 160,000 square feet of space.

Power Plant Plans Pushed By Memphis

MEMPHIS. Plans by the City of Memphis to build its own huge electric power facilities are being implemented rapidly through the issuance of \$154 million worth of tax-exempt electric revenue bonds.

The bonds will be repaid within 35 years from the city's Electric Division revenues. The overall program also will embrace purchase of certain TVA distribution facilities, construction of new substations and transmission lines, and increases in electric facilities to take care of the greater load.

Memphis' Mayor Edmund Orgill has described the undertaking as "an outstanding example of public power without public subsidy."

He said the city had determined that this step was "the only way our growing need for power can be met from a reliable and low-cost source at a cost comparable to the price we pay for TVA power. Revenues will provide an over-all debt service coverage more than ample to protect the investment."

The bond issue has been character-

ized as the largest single offering of electric revenue bonds, sold by a municipality, ever to come on the market.

It is expected that under promises of delivery of major equipment, the first unit of the new Memphis plant will go into operation sometime in the latter half of 1958.

Blake & Johnson Facility Being Built in Kentucky

CYNTHIA, KY. It is anticipated that Blake & Johnson will complete their facility now under construction here no later than June 1. Under favorable weather conditions the initial date of production will be considerably sooner.

The new \$180,000 screw and bolt operation will employ from 75 to 100 persons and will have an annual payroll of approximately \$250,000, according to Chester P. White, vice-president of the Connecticut-based firm.

A unique feature of the plant is that some of the heavy machinery that will be ultimately installed, requires a 24-inch solid concrete base plate.

The plant, covering 10 acres, has been built to enable sufficient expansion when warranted. Blake & Johnson has purchased 48 acres adjacent to the proposed facility for further expansion.

SITE PURCHASED FOR NEW PLANT AT FORT WORTH

FORT WORTH. The Fort Worth Steel & Machinery Company is drawing plans for a new plant almost three times the size of its existing plant here.

The company purchased for \$75,000 a key piece of land totaling a little over 12.5 acres. This land adjoined the then existing property lines and brings the company's total land to around 30 acres.

Company President George A. Jagers termed the land acquisition a basic step in a "forward-looking expansion program which will take place over a period of several years."

"One objective," said Jagers, "is to gain much-needed new capacity for producing more of our present high-quality products so we can maintain superior Fort Worth service to our distributors."

He revealed also that a prominent part of the expansion program is development and production of new products, some outside the company's present product fields, which will meet existing needs and thus find ready markets.

Construction plans call for 400,000 square feet of manufacturing space and a new office building with 30,000 square feet.

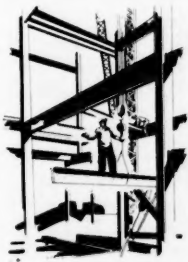
Jagers said no date had been set for construction to begin and that the plant probably would be built in stages, in 50,000 square-foot sections.

Unusual Deal Reported By Deland Citrus Firm

DELAND. Golden Gift, Inc., is assured of a minimum operating profit of \$200,000 a year as the result of an unusual deal made by the company here with Reddi-Whip, Inc.

The latter firm has closed an exclusive agreement with Golden Gift for the purchase of at least five million gallons of chilled fruit juices each year for 10 years. The minimum guaranteed profit provision was included in the deal.

Golden Gift is a subsidiary of Trans Continental Industries, Inc.



NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of October, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies. Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

No plants reported.

ARKANSAS

Crossett—Crossett Company, chemical recovery.
Maivern—Arkansas Chemical Co., wax. (B).
Turrell—Park Avenue Foundations, underclothing. (B).

FLORIDA

Clearwater—Hughes Mfg. Co., radar equipment. Operation est. to begin December, 1956.
Cocoa—Avco Mfg. Co. Operation est. to begin December, 1956. (C).
Ft. Lauderdale—Mitchell Rolled Products, cold rolled steel. (B).
Ft. Lauderdale—U. S. Concrete Pipe Co., concrete products. (C).
Hialeah—Engineered Panels, metal partitions. Operation est. to begin June, 1957. (B).
Hollywood—Pan American Paper Co., paper products. (B).
Lakeland—Kraft Foods Corp., citrus concentrates. \$5 million. (E).
Miami—Eastern Airlines, Eddie Rickenbacker, Pres., jet engine overhaul. Operation to begin 1958. (E).
Panama City—Prestressed Concrete, Inc., prestressed concrete piling. Operation est. to begin January, 1957. \$100,000.
Pompano Beach—Broward Asphalt Co., asphalt mixed products. (B).
Pompano Beach—DeMarco Concrete Block Co., light-weight concrete products. (B).
Pompano Beach—Red-Mix Cement Co., concrete products. (B).
Pompano Beach—Russ-Stone Industries, Inc., building stone. (B).
Pompano Beach—Zinko-Smith, Inc., structural beams, special tiles. (B).
Port St. Joe—Badger Mfg. Co., oil processing. \$3 million.
St. Petersburg—Hays Mills Mfg. Co., dental instruments. In operation December, 1956. (B).
Sarasota—Electro-Mechanical Research, Inc., electronic products. Operation est. to begin early 1957. (D).
Sarasota—Honeycomb Co. of America, Inc., aircraft parts. Operation to begin early 1957. (C).
Sarasota—Peterson Mfg. Co., Arved T. Peterson, Pres., auto and aircraft parts. Operation est. to begin April, 1957. (B).

GEORGIA

Atlanta—Air Control, Inc., 495 Fourth, N.W., windows and doors.
Atlanta—DeJournette Mfg. Co., 1482 Mecasin, N.W., plastic toys. \$60,000.
Atlanta—Howard Brothers Mfg. Co., 1358 Murphy Ave., S.W., metal working. \$100,000.
Atlanta—Rite Pack Co., 32 Landers Dr., paper products. \$150,000.
Atlanta—Southeastern Textile Shrinkers, Inc., 949 W. Marietta, N.W. (B).
Douglas—Federal Corsets Co., Inc., Douglas Airport, foundation garments. (B).
Hartwell—Mica and Minerals Corp. of America, mica processing. Construction to begin early 1957. \$400,000.
Sylvester—Sylvester Textile Corp., ladies' apparel. Operation est. to begin May, 1957. (C).

KENTUCKY

Carrollton—Metal and Thermit Corp., organotin chemicals. \$3 million. (B).
Louisville—Chemical Packaging Corp., paper bags. \$115,000.
Louisville—Koveron Corp., vinyl sheeting. \$25,000.
Winchester—Bundy Tubing Co., metal tubing. \$1 million. (D).

LOUISIANA

No plants reported.

MARYLAND

Baltimore—Birkhead Corp., 5205 Fairlawn Ave., Lennox Birkhead, Jr., Pres., fluorescent lighting diffusers.
Baltimore—Kotmair Construction Co., Louis P. Kotmair, Pres., wooden prefabricated homes and buildings.
Baltimore—Deniseal, Inc., 2323 Evergreen Ave., S.W. Dennis, Pres., metal closures for glass containers.
Cambridge—Mine Safety Appliances Co. Construction to begin early 1957.

NORTH CAROLINA

High Point—G. E. Manufacturing Co., furniture. (B).
Shelby—Sackville Mills, interlining fabrics. (D).
Thomasville—Allison Mfg. Co., sweaters. (C).
Warrenton—Carolina Sports Wear Co., apparel. (B).

OKLAHOMA

Ada—Blue Bell, Inc. (Greensboro, N. C.), work and play clothing. (D).
Ada—Forster Mfg. Co., milling machinery. Operation est. to begin late 1956. (B).
Chickasha—El Reno Trailers Corp., house trailers. In operation September, 1956. (B).
Cleveland—McFlem Chair Mfg. Co. (Hawthorne, Calif.).
Enid—Fletcher Haynes Tool Co., hand tools.

SOUTH CAROLINA

Batesburg—Lake Shore Industries, jet turbine blades. (C).
Bennettsville—Bennettsville Manufacturing Co., specialty items. (C).
Calhoun Falls—Rocky River Mills (Bigelow Sanford Co.), carpet wools.

TENNESSEE

Gleason—Gleason Garment Co., Wayne Holt, General Manager, children's pajamas, robes. (B).
Jackson—Tennessee Farmers Cooperative, feeds and fertilizer. (B).
Nashville—Stumb Metal Products Corp., J. A. Stumb, Pres., shelving and parts bins.
Sunbright—Sunbright Mfg. Co., George Weisburg, owner, sport shirts. (C).

TEXAS

Dallas—McNeff Industries, Inc., P. O. Box 1167, J. D. McNeff, Pres., plastics. \$250,000. (B).
Houston—Houston Reinforced Plastics Co., Silber Road, Dow H. Heard, Pres., plastic products. Operation to begin Spring, 1957. \$300,000.
Houston—Huey and Philip Co., Jackson and Hadley Street, food serving equipment. \$150,000.
Nacogdoches—Bassons Industries Corp., Arthur Basescu, Pres., plastic products. \$150,000. (D).
Odessa—Odessa Styrene Co., C. L. Moore, Pres., styrene. Operation est. to begin January, 1958. \$3 million. (B).
San Antonio—American Can Co., L. W. Graaskamp, Pres., cans. \$1 million. (C).

VIRGINIA

Portsmouth—National Cylinder Gas Co., Academy Park, compressed oxygen. In operation late 1956. \$50,000.
Norfolk—Acme Products Co., 3000 Cromwell Dr., chain link fence. In operation late 1956.

WEST VIRGINIA

No plants reported.

Texas Instrument Launches Financing For New Structure

DALLAS. Texas Instruments, Inc., electronics and geophysics firm, announced that it has entered into an agreement to sell \$10 million in notes due between 1959-1971 to The Equitable Life Assurance Society of the United States.

Texas Instruments President J. E. Jonsson said that about \$4 million of the proceeds will be used to construct the first building on the company's 296-acre North Central Expressway tract. The remainder of the funds will be used to refinance the company's first mortgage bonds and to increase working capital.

The Semiconductor-Components division—leading producer of germanium and silicon transistors and other electronic components—will occupy the new 238,000-square foot building when it is completed in 1957. The Apparatus division—which designs and manufactures complete electronics systems—and Geophysical Exploration division administration will continue to occupy the main Dallas plant.

Manufacturer Plans City in Florida for Employees

TALLAHASSEE. One of America's biggest manufacturing corporations is planning to build an entire city in Florida, according to LeRoy Collins, governor of the State.

Although he declined to name the company, he said that the corporation intends to build the city for its oldest employees who want to retire to Florida and work part time, too.

Collins said the corporation got the idea for the city as a means of recruiting capable employees who would see retiring to Florida as an incentive to stay with the company all their working years.

Of paramount importance to company officials is the fact that this project will offer a plan to retain the most experienced technicians after they retire.

Any employee over 60 could retire to the company's Florida city and work a few hours a day at the same job he had been holding up North.



Officials participating in the recent dedication ceremonies of the Enrico Fermi Atomic Plant on Lake Erie were on hand to witness an event which ultimately will have great significance for the South. Pictured above, from left to right, are Walker L. Cisler, President of the Detroit Edison Company and President of the Power Reactor Development Company; Admiral Lewis L. Strauss, Chairman, Atomic Energy Commission, and H. J. Scholz, President of Southern Services, Inc.

Private Capital in South is Aiding Development of Atomic Power Plants

ATLANTA. Capital from private sources in the South is making a material contribution to the growing nuclear reactor program of the nation's industry.

The projects already under way, or planned, ultimately will provide huge new power plants. And, the experience gained from construction of these projects will, in turn, help private industry to develop even larger and more efficient energy sources in the long-range future.

Current information shows that there are six full-scale civilian power reactors, planned for various points in the nation, which will be financed en-

tirely by private corporations and utilities.

In fact, construction is in progress on one plant in which a group of utilities companies in the South have a substantial interest. This project is that of the Power Reactor Development Company which is building a plant near Monroe, Michigan, on Lake Erie. Ground-breaking ceremonies for the facility were held Aug. 8, 1956.

Eighteen electric utility companies comprise Power Reactor Development. Included are five firms which belong to The Southern Company group. These are the Georgia, Alabama, Gulf and Mississippi Power Companies and

Southern Services, Inc.

The Monroe plant will have a sodium-cooled fast reactor, with electrical capacity of 100,000 kilowatts. It is scheduled for operation in 1960.

The four operating subsidiaries of The Southern Company plan to contribute \$2 million toward the cost of the plant, while the parent firm expects to underwrite an additional \$1.25 million of the bank loans which the Development Company probably will make.

H. J. Scholz, president of Southern Services, is a vice president of the development organization and chairman of its technical committee. Harlee Branch, Jr., of Atlanta, president of Southern, is a member of the board of trustees, along with Walter Bouldin, of Birmingham, executive vice president of Alabama Power, and James F. Crist, vice president of Southern.

Concerning the new plant, Crist observed: "Through our participation we expect to acquire technical knowledge and experience, and to help hasten the day when nuclear power will become competitive with that generated by conventional means.

"We think," he said further, "that the money, manpower and effort which we and the others are putting into the project will bring vastly greater benefits to the South than can be obtained from our localized individual effort, for on this larger scale we are able to make more efficient use of funds and of technical talent."

Another important move for the South in the nuclear development field is that of the four major power companies serving the Carolinas and Virginia. They recently formed a non-profit corporation called Carolinas Virginia Nuclear Associates, Inc., and have announced plans to build one or more nuclear reactors somewhere in the service area.

Participants in this project are the Carolina Power & Light Company, Virginia Electric and Power Company, South Carolina Electric & Gas, and Duke Power.

Headquarters of the new corporation are in Charlotte. Norman A. Cocke, president of Duke Power, is president of the four-company group.

The Carolinas Virginia organization proposes to set up and carry out a nuclear development program for its area at the earliest feasible date.

In other activity in the field affecting the South, joint studies are being made by Florida Power & Light, Florida Power Corporation, and Tampa Elec-

INDUSTRIAL EXPANSION

tric, along with Stone & Webster, Babcock & Wilcox, and Allis-Chalmers. It is planned that this joint effort will lead toward construction of a 200,000-kilowatt atomic power plant.

Middle South Utilities, Inc., announced it is investigating the feasibility of constructing a 20,000-kilowatt nuclear power reactor in the Middle South region.

The company said it has advised the Atomic Energy Commission of its intentions and has asked four organizations to submit designs for a prototype reactor.

Middle South system companies serve parts of Arkansas, Louisiana and Mississippi.

Actually, all the major investor-owned electric utilities in this region have been granted access permits by the Atomic Energy Commission. They have obtained the necessary security clearances for their people, and have established approved repositories for handling and storing classified information.

In addition to the six full-scale reactors which are being financed entirely by private capital, there are 11 other huge civilian power reactors built or planned for early construction. The latter developments are being assisted to some degree by Federal funds.

Some interesting recommendations on nuclear power projects are contained in a recently-released book on the "Role of Atomic Energy in The South," compiled by the Southern Regional Education Board.

Specifically, the board's Work Conference recommended that—"The states within the region continue to rely on the existing power systems and manufacturers for the orderly economic development of commercial nuclear power in the South in order to bring the benefits of lower power costs, at the earliest possible time, to the consumers within the region."

The report noted that most of the states of the South have relatively low cost power already from a combination of thermal and hydro sources. Therefore, it was reasoned, the economic demands for power in the South are less than in other regions.

The board's study added, however; "The utility industry in the South, both privately and publicly owned, is trying to hasten the date when atomic energy will be competitive. The industry is prepared to meet the needs of the present situation and will be prepared to build atomic power plants as soon as

there is a reasonable prospect of advantage to the consuming public. What is needed today is the development of more efficient reactors rather than the building of a large number of uneconomic reactors."

There are, of course, many problems remaining—including the pattern of legislation affecting atomic energy projects, at both the state and national levels—in the development of atomic power plants.

But, in the words of the Chamber of Commerce of the United States: "There is no reason for continuing lag, now. We have the know-how, the private capital, resources have been advanced and the people have been found who are willing to venture. The future of private nuclear power is now just over the horizon for America."

Coral Gables-Based Cool Roof Firm Now Has 13 Distributors

CORAL GABLES. From time immemorial man has been complaining about the weather. As he melts in the summer and freezes in the winter, he alternately demands and implores man and nature to "do something about it."

Now at last, Cool Roof has *done* something about the weather! This scientifically compounded, all-weather material helps man to live in comfort summer and winter. Cool Roof sets up a heat barrier through which the summer heat cannot get into the house, and during the winter months the inside heat cannot escape, the company claims.

Cool Roof, a snow-white, plasticized, cement-base, thermal coating is tough and resilient reflecting up to 95 per cent of the sun's heat. Because of its ability to reflect and not absorb such terrific heat, Cool Roof actually reduces temperature readings inside the house by as much as 15 degrees, officials said.

In addition to lowering attic and room temperatures, Cool Roof can reduce air conditioning costs by as much as 40 per cent. Buildings weather-proofed with Cool Roof require fewer air conditioning units, or less tonnage, and electrical operating costs go down, it was asserted.

Not only does Cool Roof provide permanent temperature control, but one application seals the roof making it water-proof and preserves costly sub-roofing materials and prolongs



Peyton M. Magruder, head of rapidly growing roofing firm.

roof life. S. W. Dixon, executive vice president of Cool-Roof of Georgia, said this thermal roof coating will make any surface as good as new, will stay white and is guaranteed for five years.

Cool Roof of America, Inc., is the parent concern and manufactures all Cool Roof products. Executive offices are in Coral Gables, Florida. Cool Roof to an organization which has dealers, of America, Inc., has grown from a single unit operation a few years ago distributors and representation in 13 states and Nassau.

Peyton M. Magruder is president of the parent company.

OTHER NAMES IN THE NEWS

Vernon Bingham Appointed trade promotion coordinator for R. G. LeTourneau, Inc. of Longview, Texas, according to Advertising Manager **Louis A. Flora**. Bingham was former account executive for the public relations firm of Venn, Cole, and Price of Miami.

Frank J. Rooney—Selected by Secretary of Labor James P. Mitchell to represent the national association of construction general contracting firms on a management-labor committee which has been appointed to develop specific recommendations for amendment of the Taft-Hartley Act. Rooney is from Miami.

John R. Blewer—Appointed manager of Community and Stockholder Relations of the Texas Eastern Transmission Corporation. At the same time the company named **Leon M. Spires** Manager of Publications.

William Alvarez—Named manager of engineering for the General Electric Industry Control Department, Roanoke, Virginia. He joined General Electric in 1940 after earning an M.S. in electrical engineering from the University of Missouri.

Paul M. Platzman—Elected vice president of Sales and Manufacturing for Acoustica Associates, Inc., New York. Platzman is a graduate of Georgia Tech, class of '43, where he majored in mechanical and electrical engineering.

Dr. Robert Blackwell Smith, Jr.—Inaugurated recently as the fourth president of the Medical College of Virginia.

Carl E. Kindsvater and Rolland W. Carter—Presented the 1956 Norman Gold Medal, the oldest and most coveted award of the American Society of Civil Engineers. Kindsvater is a Regents Professor of Civil Engineering and Rolland W. Carter is a former graduate student of Georgia Tech.

Floyd A. White, Jr.—Named sales manager of the southeastern region of the Vulcan Steel Container Company of Birmingham. **Charles B. Little** was named sales manager of the southwestern region.

James W. Hutchison—Appointed vice president in charge of reduction at Olin Revere Metals Corporation's Jones Mill Reduction Plant at Malvern, Arkansas.

Thomas W. Finney—Presided over the Southern Industrial Development Council which met in Jackson, Mississippi recently.



Architect's rendering of new IBM card plant to be built at Sherman, Texas. The one-story, million-dollar building will cover 56,000 square feet of floor space and will be air conditioned throughout.

Virginia Mine 200 Years Old

AUSTINVILLE, VA. The oldest mine in the history of North American mining operations is currently entering its third century of uninterrupted production here.

Located in a southwestern section of the State, the zinc-lead mine is operated by the Bertha Mineral Division of the New Jersey Zinc Company.

Although there were other mines started in North America before Colonel John Chiswell made his discovery here in 1756, all have records of inactivity or have since abandoned operations because of ore exhaustion.

At present, the Austinville mine is still a major source of zinc ore in the eastern United States and is the most important mining activity in Virginia.

Herty Foundation Plans Savannah Lab

SAVANNAH. A new laboratory, to have approximately 20,000 square feet of floor space, will be erected here for the Herty Foundation.

William L. Belvin, foundation director, said the development is the result of expanding services of the laboratory in the realm of applied research.

Since reactivation of the lab six years ago, Belvin said, the level of research done has increased by 600 per cent, and the staff has been increased by 400 per cent.

The new structure, located on a 10-acre tract, will contain modern pilot plant facilities for evaluation of many different pulp and paper products. There also will be expanded library, conference and office space.

Weil Made Director Of Nuclear Confab

ATLANTA. Dean Joseph Weil of the College of Engineering, University of Florida, has been named director of the National Nuclear Instrumentation Conference to be held in Atlanta, April 10-12.

With this announcement, the University of Florida has decided to postpone the annual Southeastern Symposium on Industrial Instrumentation, previously planned for January 23-25, at Gainesville in order to throw its full support to the Atlanta Conference.

This meeting is sponsored by the Instrument Society of America—national technical society devoted to instrumentation in all fields—and will include the Third Southeastern Exhibit conducted by leading manufacturers in the field of instrumentation and automatic controls. The Southeastern group includes Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee).

Work Started On Lockheed Installation

MARIETTA. Initial phases have been started on construction of an ultra-modern engineering center near Marietta, Georgia, for Lockheed Aircraft Corp.

Carl Kotchian, vice president of the company and general manager of Lockheed's Georgia Division, said the center has been "expressly designed as a birthplace for airplanes of the future."

He said the first unit of the new project will cost \$4.8 million, and Lockheed funds are being used for the big development which adjoins the huge government-owned aircraft factory south of Marietta.

Many additional millions of dollars will be required before the center, to be on a 140-acre tract, is completed, he pointed out.

The headquarters building will have 300,000 square feet of floor space and will have offices for hundreds of Lockheed-Georgia scientists and engineers. Of concrete and steel construction, the building will have three stories and a basement.



METALS In The South

Along the shore of the Pearl River in Mississippi a new steel plant is under construction. Another huge expansion for steel production is under way at Sparrows Point, Maryland, and similar growth is taking place in Texas and other states of the South. Aluminum, the region's shiniest metal of progress, will soon flow in greater supply from new projects in West Virginia, Alabama and Louisiana. The pattern is the same for many other metals in the South. In the following pages is a detailed study, compiled by Manufacturers Record research staff under the direction of Managing Editor Jouett Davenport, Jr., which tells the story of primary metals production in the region.

Shown are some of the Reynolds Metals facilities on Corpus Christi Bay in Texas. The dock and plants represent an investment of more than \$150 million.



One of the several important expansions by major metals' producing companies in Kentucky was recently completed at the Ashland plant of Armco Steel, spread along the banks of the Ohio River. The Armco project cost \$136 million over the past three years and doubled the plant's work force to 8,000. The company produces hot, cold rolled and specialty steel sheets (enamelled, zinc coated and galvanized).

South Surges Ahead In Basic Metals

By Jouett Davenport, Jr.

It was only yesterday, in relation to the six-thousand-year span of man's civilization, that in the area which is now the southern United States the aborigines brought down their game through the use of arrows or spears tipped with points of stone.

They had no way of knowing, as they stalked in various parts of the region, that under their stealthy feet were rich deposits of elements which would in the future be converted into efficient weapons and tools for the use of man.

Hidden beneath the hunting grounds, the forests, the mountains, were such things as iron ore, copper, bauxite, zinc and many other metals that were

to be among the means for bringing the machine age into being.

Even so, it was long after the coming of the white man to America that development of these resources was begun in the South. This region, with its salubrious climate and obvious fertility, was principally an agrarian area for the settlers. The rapidly growing urban areas of the North and East became the first centers for manufacturing, and it was a corollary that the resources of those areas would be the first to be exploited.

Actually, it has been in comparatively recent years that industry, large and small, has begun to mushroom in the South, and it has been even more

recent that production of many primary metals has assumed a role of rapidly increasing importance in the region.

First to be developed in this field was the iron and steel industry, and this remains as a strong, vital segment of the South's economy.

However, the newest and most outstanding gains have been made, and are continuing to be made, in production of non-ferrous metals. Aluminum accounts for the major share of this growth.

New plants already established, being built or planned in many parts of the South have accounted for sky-

rocketing of aluminum production in the 15-state area.

Outstanding records of aluminum output have been chalked up in Arkansas, North Carolina, Tennessee and Texas, with other states having shared more modestly in the expansions.

Notable gains have been experienced in copper and zinc production in Tennessee, while Alabama, Missouri, Texas and West Virginia have plants with growing production of a wide variety of non-ferrous metals.

Although the region is continuing to make a good record in output of iron and steel, it is evident that a potential remains which can be realized fully only through the establishment of additional plants, particularly along the southern seaboard.

The reason for this is that offshore ore of pure consistency is beginning to displace domestic ores of less efficient nature. Reports from eligible southern communities indicate that industrial leaders are aware of these opportunities and are taking aggressive steps toward acquiring additional steel mills and related facilities.

An example of the latest move in this direction is the new steel plant now under construction at Jackson, Mississippi. It will have an initial capacity of some 30,000 tons annually.

In the over-all primary metals picture, a summary of figures shows that during the past 15 years the number of southern companies engaged in primary metals activities has increased substantially.

The 1940 total, for instance, was 411 plants, while in 1955 the number had grown to 677. The following table shows the picture, by states:

PRIMARY METALS MANUFACTURERS			
State	1940	1955	Gain
Alabama	65	90	25
Arkansas	6	19	13
Florida	13	42	31
Georgia	27	41	14
Kentucky	22	27	5
Louisiana	11	19	8
Maryland	41	48	7
Mississippi	2	11	9
North Carolina	25	41	17
Oklahoma	24	38	14
South Carolina	12	12	—
Tennessee	36	57	21
Texas	58	161	103
Virginia	38	40	2
West Virginia	31	31	—
SOUTH	411	677	269
UNITED STATES	3,512	5,972	2,460

As the result of greater operating efficiencies plus the huge size of the new plants, the gain in output has

greatly exceeded the rate of increase in the number of establishments. This may be seen in the fact that the value of products turned out by primary metals companies has quadrupled since 1940.

In the latter year, total output value of all commodities amounted to \$718 million for the South and \$5.7 billion for the nation as a whole. By 1955 the value had grown to \$3.3 billion for the South and \$26.4 billion for the United States.

A lot of this increase in value has resulted from price inflation since 1940, but figured even on the basis of the value of the dollar in 1940, the latest figures represent a more than doubling in the dollar totals.

Here's how the value of production, by states, shaped up:

PRIMARY METALS OUTPUT				
(\$ Millions)				
State	1940	1955	Gain	
Alabama	\$ 161	\$ 768	\$ 607	
Arkansas	4	50	46	
Florida	1	13	12	
Georgia	10	70	60	
Kentucky	48	161	113	
Louisiana	3	60	57	
Maryland	188	748	560	
Mississippi	0	2	2	
North Carolina	6	39	33	
Oklahoma	17	54	37	
South Carolina	2	12	10	
Tennessee	90	252	162	
Texas	43	434	391	
Virginia	14	43	29	
West Virginia	131	585	454	
SOUTH	718	3,291	2,573	
UNITED STATES	\$5,728	\$26,410	\$20,682	

Impressive gains were made both in ferrous and non-ferrous metals. The South exceeded the nation in progress in non-ferrous output, while the nation maintained leadership in iron and steel production increases.

Giving a breakdown between non-ferrous and ferrous metals, the tables below outline the growth:

NON-FERROUS METALS OUTPUT				
(\$ Millions)				
State	1940	1955	Gain	
Alabama	\$ 3	\$ 101	\$ 98	
Arkansas	2	42	40	
Florida	*	4	4	
Georgia	2	18	16	
Kentucky	2	28	26	
Louisiana	1	51	50	
Maryland	30	94	64	
Mississippi	*	*	*	
North Carolina	3	44	41	
Oklahoma	14	20	6	
South Carolina	1	5	4	
Tennessee	63	179	116	
Texas	35	241	206	
Virginia	4	*	*	
West Virginia	26	81	55	
SOUTH	186	908	726	
UNITED STATES	\$1,893	\$6,681	\$4,788	

* Too small to tabulate.

IRON AND STEEL

(\$ Millions)				
State	1939	1955	Gain	
Alabama	\$ 158	\$ 667	\$ 509	
Arkansas	2	4	2	
Florida	1	9	8	
Georgia	8	52	44	
Kentucky	48	133	85	
Louisiana	2	9	7	
Maryland	158	654	496	
Mississippi	*	2	2	
North Carolina	3	6	3	
Oklahoma	3	6	3	
South Carolina	1	7	6	
Tennessee	27	73	46	
Texas	8	193	185	
Virginia	10	43	33	
West Virginia	105	504	399	
SOUTH	534	2,362	1,828	
UNITED STATES	\$2,512	\$19,729	\$17,217	

A summary shows that by states the gains varied widely in amounts and in the types of primary metals involved.

In Alabama, for example, increases were outstanding in iron and steel, as well as in the rolling and drawing of miscellaneous non-ferrous metals.

The major gain in Arkansas has been in aluminum production.

Georgia's progress in the field was general, with gains in both ferrous and non-ferrous output.

Kentucky, always a strong iron and steel producer, continued strong in that category while making gains in aluminum.

Louisiana made substantial gains in non-ferrous foundry operations.

Maryland, also important in iron and steel, added substantially to non-ferrous installations and output.

Mississippi's progress in metals output still remains largely for the future, although the new steel plant—the state's first—will help substantially.

North Carolina showed gains chiefly in aluminum operations.

Oklahoma added to its substantial zinc and lead operations.

South Carolina registered increases in miscellaneous non-ferrous foundry operations.

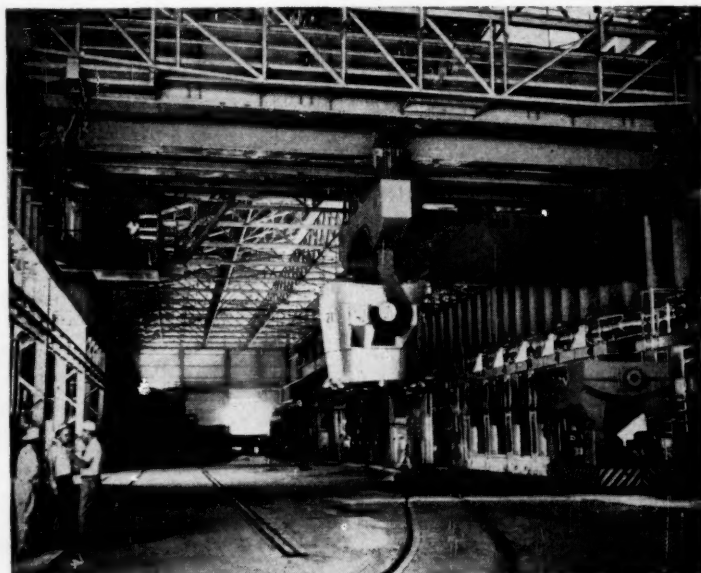
Tennessee experienced all-around progress, with special emphasis on aluminum and copper.

Texas gained in all fields, with probably the heaviest gains, percentage-wise, of any state in the United States.

Virginia gained in iron and steel foundry operations.

West Virginia, one of the leaders in iron and steel, added substantially to its output of non-ferrous metals.

Taking a look at aluminum alone, it



View down the charging floor showing the four Rust open hearth furnaces recently completed for Lone Star Steel Company at its new Lone Star, Texas, plant.



Employees of Atlantic Steel Company, of Atlanta, are shown tapping the first heat of steel from the company's new electric furnace.

may be seen that this metal—already of great importance to the South—is poised for an extensive new cycle of growth.

Nationally, aluminum-making capacity is some 12 times greater than before World War II, and new output facilities planned will provide for further expansion of at least one-third by 1958.

In the Gulf area—Texas-Arkansas-Louisiana — productive capacity for aluminum moved from 127,000 short tons in 1950 to 659,000 in 1955. It is forecast that it will reach 771,500 short tons in 1958.

Productive capacity in the Eastern area — Tennessee-North Carolina-Alabama, as well as New York—grew from 291,000 short tons in 1950 to 372,000 in 1955. As the result of new plants being built or planned, this area is expected to have capacity for 821,000 short tons by 1958.

Among the new developments in the South, to be completed in 1957, are the following:

Kaiser Aluminum & Chemical Corporation's project at Ravenswood, West Virginia, which have capacity of 125,000 tons. It is being designed in such a way that output can be jumped to 220,000 tons if the necessity arises.

Reynolds Metals Co. is adding facilities to increase its output at Listerhill, Alabama, by 100,000 tons. Olin Revere Metals is building an alumina plant at Burnside, Louisiana.

Aluminum Company of America has under construction at Point Comfort, Texas, a major alumina plant. During 1956 Alcoa brought two additional potlines into production at Rockdale, Texas.

In other new developments, Alcoa will complete expansions of its sheet and foil-rolling facilities at Alcoa, Tennessee, and it is nearing completion of a new dam and hydroelectric facilities. The latter is expected to produce power in June this year for the Tennessee smelting operations.

At Houston, a major expansion program was completed early in 1956 by May, Inc., but the company is still on a three-shift basis in order to meet demand.

What lies ahead for aluminum may be seen briefly in the restrained year-end statement made by I. W. Wilson, president of Alcoa. He observed:

"The prospect . . . is for continued progress in the aluminum industry at

a pace exceeding that of the national economy."

Although aluminum was considered just a pots and pans metal 20 years ago, today in total metal production it is exceeded only by iron. It is not only the most plentiful non-ferrous metal in the world—making up one-eighth of the earth's crust—but in less than 70 years has become the most important.

Close to 5,000 end uses have been counted for aluminum, and the list grows almost daily. Included in the products made from the metal or making extensive use of it are such widely divergent things as tubes for toothpaste, modern skyscrapers, airplanes, streamline trains and packaging. In addition, some 60 per cent of all outdoor furniture is now made from aluminum. There is also aluminum yarn which, combined with textile fibers, is for use in dresses, draperies, handbags and upholstery.

The metal also comes in colors—gold, silver, red, green, and so on, and is finding increasing use in both the structural and decorative parts of automobiles.

The raw material, or ore, of aluminum is bauxite. In the United States some 96 per cent of domestic output of bauxite comes from Arkansas. The remainder is found in Georgia and Alabama.

The earth's greatest mines are those in Jamaica, and on the northern coast of South America. Thus, most of the bauxite used in domestic plants has to be imported. Since these imports come from Caribbean sources, the movement of bauxite alone into southern ports provides an important part of the business of those cities.

Despite the tremendous rise made by aluminum in recent years, and its obviously growing significance in the whole industrial picture, steel remains the most important metal in daily use.

The quantity of steel produced, whether measured for the United States or for the world as a whole, is about 20 times that of all other metals combined, according to the U. S. Bureau of Mines.

Approximately one-eighth of the labor force in the nation is engaged directly in producing, transporting, and distributing iron and steel products. Further, some 25 per cent of the total freight in the United States consists of raw materials used in the production of steel and the products of

Arthur Bartlett Homer, president of Bethlehem Steel, told the Investment Bankers Association, which convened in Hollywood, Florida in December, that the steel industry would have to increase capacity more than 50 per cent in the next 15 years.

Another industrial leader predicting the greatest expansion growth in history was General Electric's chairman, Philip D. Reed. GE is currently engaged in a three-year \$500-million expansion program which Reed considers to be conservative.

Other forecasts showed that Electric plant investments were expected to jump from \$4 billion annually to \$11 billion annually by 1970. Railroads are expected to spend \$20 billion for equipment in the next ten years.

the iron and steel industry.

Latest available figures on steel production in the South, supplied by Howard Johnson of Atlanta, newly-elected president of Atlantic Steel Company, show that this region accounted for 14.33 per cent of the national total output.

A major part of the South's production of iron ore and of steel is still concentrated in Alabama. The operations in that area include those of Tennessee Coal and Iron Division of United States Steel, Bethlehem Steel and Republic Steel.

It is interesting to note that in a special edition of MANUFACTURERS RECORD in 1924 this information was carried: "The largest iron producing center in the South is at Birmingham, Alabama. There, as well as at Gadsden, Alabama, and at Chattanooga, Tennessee, plants have been built for the manufacture of steel by the basic open hearth process.

"The 'Birmingham District' comprises an elliptical area about 75 miles in length, about 40 miles from the northwest to the southwest limit. . . . The total production of iron ore in the South between the years 1890 and 1923 was 182,040,694 tons."

In 1955, the South produced 18,400,110 net tons of steel out of the national total of 128,363,000 net tons.

While Alabama remains the southern leader, important mining of iron ore is carried on in Georgia, Arkansas, Tennessee and Texas. The Bureau of

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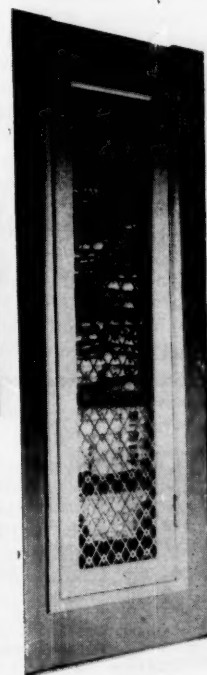
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This aerial view shows the sprawling operations at the huge Baton Rouge Works of the Kaiser Aluminum & Chemical Corporation. The plant produces alumina.

Mines estimates that at the present rate of consumption, southern reserves of iron ore are sufficient to last for another century.

Production of steel in the region is much more dispersed than it was a few decades ago and, as indicated earlier, construction under way or planned will give further spread to the South's steel-making activities.

Atlantic Steel Company in Atlanta has just completed another phase, costing \$10 million, of its postwar expansion program, and further growth is anticipated.

Outstanding among the new developments in the region is the \$300 million steel mill planned for the Houston area by Jones and Laughlin. At the

same time, Sheffield Steel has begun a \$118 million expansion program at its Houston mill.

Also, Lone Star Steel at Daingerfield in northeast Texas has a \$4.5 million expansion program under way.

The new mill at Jackson, Mississippi, mentioned earlier, is particularly significant in that it will help the state to become less dependent upon outside sources. The mill, which will have electric furnaces, will produce steel from scrap purchased in Mississippi, and its output will be sold principally in the state.

In Maryland, Bethlehem Steel has a program under way at its Sparrows Point plant which is planned to make that operation the largest steel plant

in the world, officials said.

The new facilities, scheduled for completion by the end of 1957, will increase the Sparrows Point ingot capacity by approximately two million tons of steel a year.

This and the other new projects mentioned in the steel category serve as examples of what lies ahead for steel production in the South.

All this augurs well for the region, too, in that demand for steel products is virtually certain to stay on an up-trend and the South will perhaps be able to capture an ever-greater share of the growing business.

The accompanying tables, supplied by The Associated General Contractors of America, Inc., give an idea of the kind of growth the South's steel mills will have a part in during the next decade, plus the opportunities for further expansion.

The production of a number of other metals is important, in varying degrees, to the South, and these are discussed in subsequent paragraphs.

Copper Demand High

Latest figures on the production of copper show that during 1955 domestic mine output rose 20 per cent but still did not meet total demand. Thus, obvious opportunities remain for further immediate expansion.

Early in 1955 the Department of Commerce virtually banned exports of copper refined in this country. In the same action the department severely curtailed the export of copper and copper-alloy. These actions were taken because of an inadequate national stockpile.

The United States generally produces one-third of the World's total and consumes about one-half of this.

STRUCTURAL STEEL REQUIREMENTS

(Thousands of Tons)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Fabricated Structural Steel	3,703	3,862	3,969	4,130	4,354	4,483	4,598	4,709	4,803	4,910
Reinforcing Bars	2,288	2,386	2,452	2,551	2,690	2,769	2,841	2,909	2,968	3,033
Piling	436	455	467	486	513	528	542	555	566	578
All Other	1,413	1,476	1,517	1,578	1,664	1,713	1,757	1,800	1,836	1,877
TOTAL	7,840	8,179	8,405	8,745	9,221	9,493	9,738	9,973	10,173	10,398

NET INGOT PRODUCTION CAPACITY NEEDED TO MEET REQUIREMENTS¹

(Thousands of Tons)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Net Tonnage Production	127,400 ²	132,990	136,660	142,190	149,930	154,350	158,340	162,160	165,440	169,070
Capacity Needed for Production	128,400 ²	139,900	143,850	149,670	157,820	162,470	166,670	170,690	174,140	177,960

¹ Tonnage production figures are predicated on present product mix ratio maintained. Ingot capacity is based on production equalling 95 per cent of capacity.

² Actual for 1956.

METALS

Tennessee is the leading copper producing state in the South, ranking 20th nationally. The largest mine in the state is located in Polk county and is worked by the Tennessee Copper Company. In 1955 the state produced 9,911 short tons of recoverable copper.

Though the amount of recoverable copper mined in Texas is slight, the state is one of the leading copper smelting states in the world. The railroads that converge on El Paso caused the industry to notice that this city was tailor-made for smelting and refining operations.

The El Paso Smelting Works, a subsidiary of the American Smelting and Refining Company, is one of the world's largest custom smelters, and handles ores and concentrates from Mexico, South America, Africa, and Australia, as well as from mines in the American Southwest.

The Phelps Dodge copper refinery in El Paso is reputed to be the largest and most modern of its kind. It has a rated capacity of 240,000 tons a year and refines approximately 30 percent of all the copper mined in the nation. Phelps Dodge receives unrefined copper from smelters in various parts of the country and processes it, removing other minerals. The end products are electrolytic and fire-refined copper.

The Kennecott Copper Corp., Phelps Dodge Corp., and Anaconda Copper Mining Co., usually mine over three-fourths of the total U.S. output and with the American Smelting & Refining Co., smelt and refine a substantial part of the primary materials in the United States. Some of the largest fabricators are associated with the foregoing four large companies.

The production of copper is on the upswing in the United States and the Southern Association of Science and Industry says that they expect the Nation's consumption increase will be 43 percent by 1975.

Zinc Importance Grows

Zinc is a non-ferrous metal that is consumed in large quantities by industrialized nations in both war and peace, and is considered to be vitally important in forming the bulwark of modern industry.

The SASI forecasts a 39 percent rise in the consumption of zinc by the year 1975.

Two-thirds of the zinc-ore production generally comes from western

mining districts, but six southern states also contribute largely to domestic production. The richest southern zinc deposits are found in Tennessee and Oklahoma. Virginia, Kentucky, Arkansas and Texas contribute to a lesser degree to the Nation's total output.

Ever since 1914 domestic zinc production at both mine and smelter levels has been greater than that of any other country. Zinc has long been used as an alloy in brass, but it hasn't been more than a hundred years ago that it shed its "little brother" role and came into its own as a distinct metal. Zinc is now being used in galvanizing, die castings, pigments, rolled products, and, of course, brass. Researchers are currently investigating new uses which would open untapped vistas for the ancient metal.

Before 1940 the United States was a heavy exporter of zinc. Increased domestic demands from this period on, necessitated large imports of foreign metal, ores and concentrates to augment this country's supply. And the return to self sufficiency isn't seen.

1907—50th ANNIVERSARY—1957

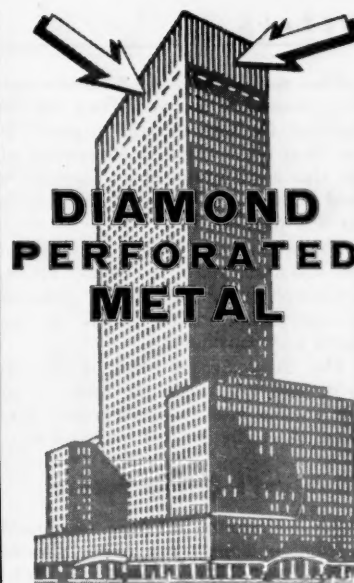


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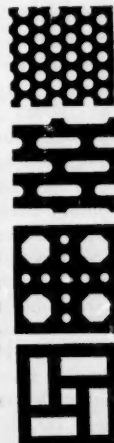
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The steel mills of Alabama are large consumers of zinc. They use the material for galvanizing purposes. It has been estimated that 40 percent of the slab zinc produced by smelters is used without any type of fabrication for this purpose.

The second largest use of zinc is in the manufacture of zinc-base alloys. Consumption for this use is centered in the manufacturing areas in the North and west coast.

The third largest user of zinc is in the brass industry, the fourth is in zinc rolling mills, which produce zinc plate, sheet ribbon, foil, rod and wire.

Titanium's Bright Future

While titanium has long been used in compound form as a paint pigment and as an alloying agent for steels, today it stands on the threshold of a place for itself as a metal.

Significant is the fact that just a few years ago it was almost unknown in metallic form.

Titanium, like many other southern metals that had remained untapped, came into its own during the Second World War because of its high resistance to corrosion, its light weight and great strength.

SASI spokesmen have ventured to state that they expect the Nation's consumption of titanium will advance by 324 percent in the next 18 years. It should be noted that the continued expansion of titanium-metal production hinges to a large degree upon a reduction in the cost of production as well as the creation of new uses for this metal.

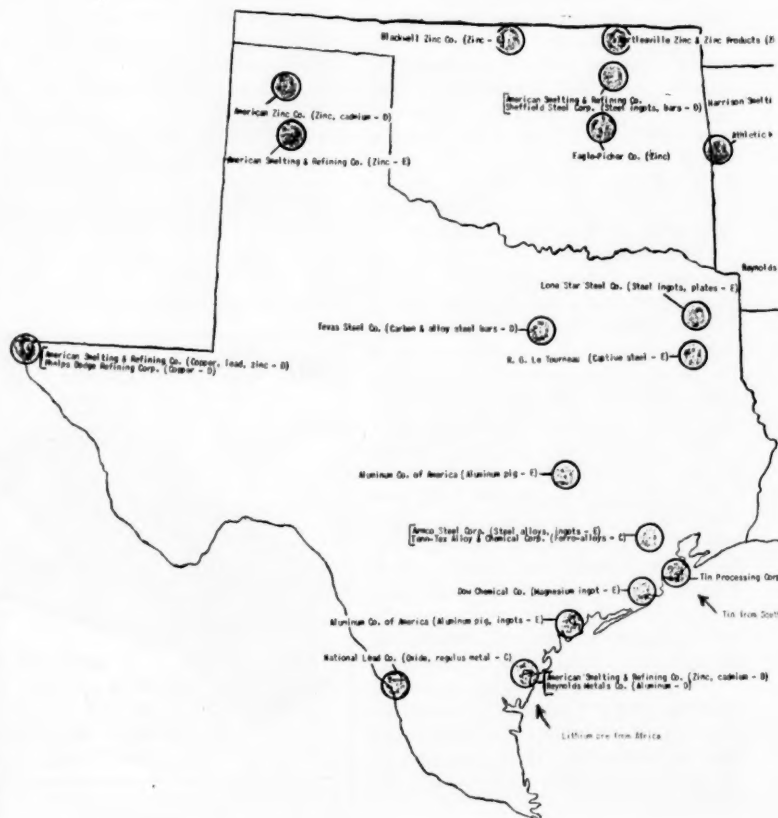
Seven of the fifteen southern states are rich in supplies of titanium, and most of the others have it to a lesser degree. Large supplies are found in the states of Arkansas, Virginia, Florida, North Carolina, South Carolina, Oklahoma and Tennessee.

In general, two types of deposits contain titanium minerals of economic importance, rock and sand. In 1953, government investigations revealed that appreciable amounts of titanium were found in the rocks and minerals of Arkansas. At that time a detailed geochemical study was made of the Magnet Cove section of the State to better determine the source and element in which the metal was found. Magnet Cove is centered about in the middle of the State in a shallow topographic basin.

METALS MAP OF THE SOUTH

Although the list is growing daily, this map shows most of the important basic metals plants that are in operation in the South today. The region's broad coastline offers many ports through which various types of ore are imported annually. These important ports are signified on the map with blue arrows.

The approximate number of employees in the different basic metals plants is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).



The Bureau of Mines reports that in 1955 titanium metal gained wider acceptance as a structural material, largely as the result of increased quality, reduction in prices and record high production. Also, increased demand for titanium in nonmetal uses resulted in record-high output of ilmenite concentrates and titanium pigments.

Among the producers of titanium sponge-metal is Cramet, Inc., Chattanooga. Southern producers of titanium concentrates include American Cyanamid Company, Piney River, Virginia; DuPont, at Starke and Lawley, Florida; Florida Ore Processing Company, Melbourne; Hobart Brothers Company, Winter Beach, Florida; Marine Minerals, Inc., Aiken, South Caro-



lina; Rutile Mining Company of Florida, Jacksonville, and Titanium Alloy Manufacturing Division of the National Lead Company, Jacksonville. Production was begun early this year at Columbia-Southern Chemical Corporation's multimillion dollar titanium tetrachloride plant at Natrium, West Virginia.

Low-density, silver-white titanium is

used principally in military applications. However, ways are being investigated for further use of the metal in aircraft and jet engines, as well as in marine and chemical equipment.

Nickel is Scarce

At the present time the United States

produces only a negligible amount of the nickel that it consumes. Except where it is found in small quantities as a byproduct of copper, the South has no nickel mining activities.

Despite increased production in Cuban nickel mines, by far the greatest part of the domestic supply comes from the rich Sudbury District of Canada. It is expected that Canada will

There's only one way to do business...

*and that's to do it better
than ever before...*



At least, that's the way we feel about the business of making steel for the South.

But the problems of running a business are more demanding than at any other time in our history. The reason is pretty much a matter of dollars and cents. Production costs—the costs of goods, materials and wages—have been going up, up, up. . . . Employment costs alone have quadrupled since 1940.

Another problem is that the demand for steel is greater than at any previous time. Despite record production and shipment, the South and the nation need more and more steel.

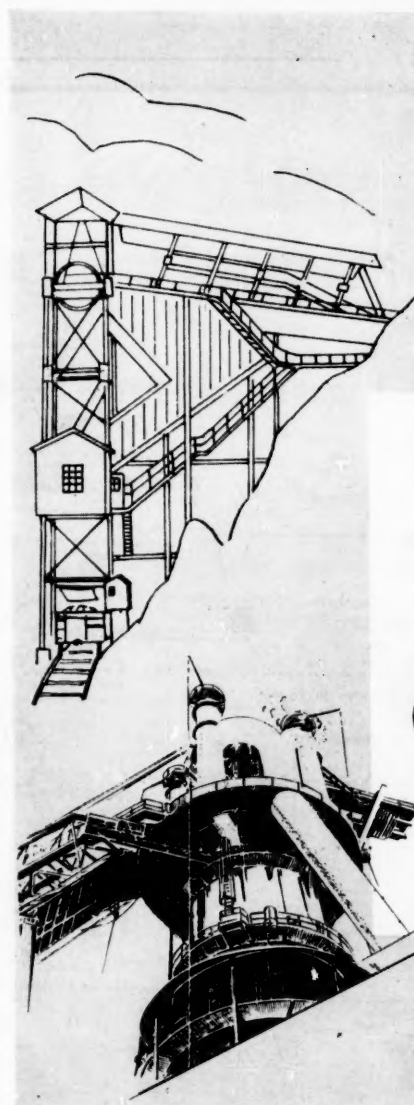
And equipment to replace worn-out facilities or to provide new steelmaking capacity costs a premium price in today's dollars. As a matter of fact, according to latest available figures from the construction industry, it takes \$2.73, at today's prices, to buy what could be bought for \$1.00 in 1940. Also, to provide a man with an

hour of work and to supply him with all the things necessary to do his work now costs three and a quarter times as much as it did in 1940.

These are our problems as the South's largest steelmaker. And to meet them, we plan to do our job better than it's ever been done before. We've made a lot of headway on this problem during 1956. And we plan to make a lot more in 1957 and every year that follows.

One way in which we've been tackling this problem is by producing more efficiently—getting every ounce of finished steel we can from each ton of raw materials. Another way is by producing better qualities and types of steel which will be longer-lasting and more durable. And another method is by controlling the quality of our products to avoid waste in our mills and to eliminate delay in serving the needs of steel users throughout the South.

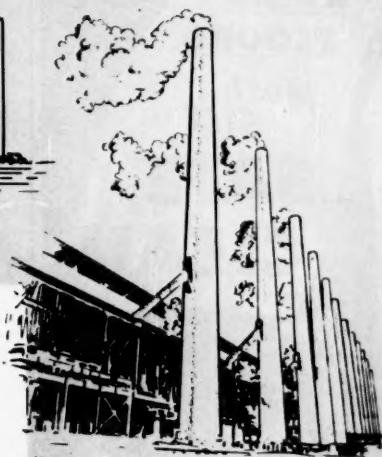
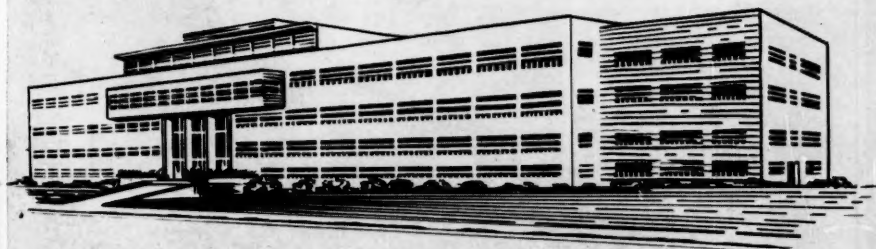
To do this job—and to keep doing it better and better—requires the varied talents of thousands of highly skilled workmen.



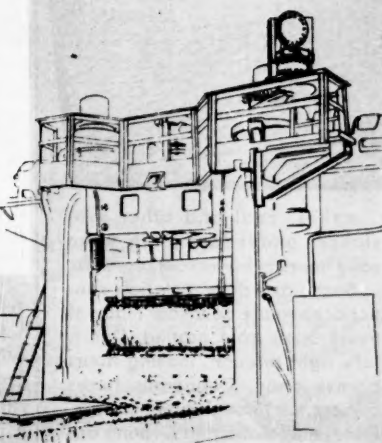
And we have 25,000 of the best to be had . . . anywhere!

What's more, it demands constant inspection and control on the production line . . . keeping an eagle eye on every step of steel manufacture, from raw material to finished product. Precision, skill and ingenuity must guide each steelmaking process. Engi-

UNITED STATES



TCI



neers, metallurgists, chemists, inspectors and hundreds of other specialists must be constantly alert to improve our efficiency.

And our job goes beyond our own steel mills to the plants of our thousands of steel customers throughout the South. Our service engineers and metallurgists must work day by day with them

to give them the kinds of steel they need and to assist them with their fabricating problems.

Finally, our job involves keeping an eye on tomorrow, as well. Through today's research we must look ahead to tomorrow's needs, when new design and inventiveness will demand new steel. We must be prepared to do then what

is being done now... a better job than has ever been done before.

We will be ready!

A. V. Wieh

President

Tennessee Coal & Iron Division

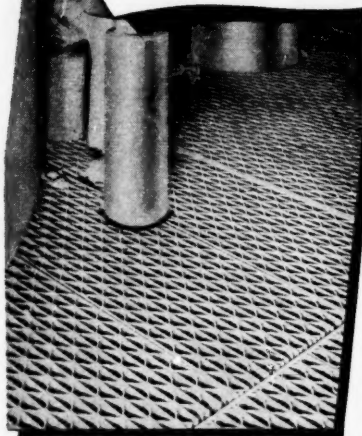
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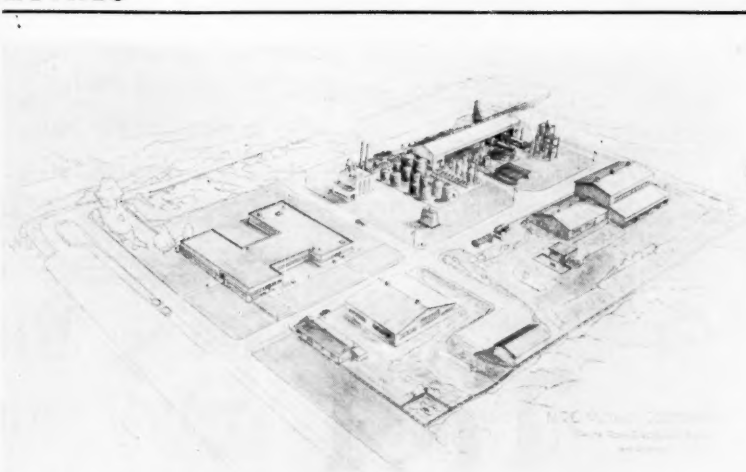
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METALS



Artist's conception shows the big Zirconium plant now under construction by NRC Metals Corporation in Santa Rosa County, Florida, near Pensacola. The project is scheduled for completion in the Spring of 1957.

remain the principal nickel supplier for many years to come. Currently this region supplies 90 percent of the world's requirements.

The scarcity of nickel has resulted in industry designing the metal out of their products in some cases. A conservation step taken by the industry is the downgrading of the ore.

Although the South has no nickel deposits, it does operate some of the larger smelting plants in the country. One plant, the International Nickel Co., Inc., at Huntington, West Virginia refines roasted and sintered matte from Canada into Monel metal. Another facility of some note, the Freeport Sulphur Company, is operating a pilot plant at Braithwaite, Louisiana using a new method to produce nickel and cobalt from Cuban ore. The Company reports that if this existing plant is successful, a new facility will be built to produce these products commercially.

SASI figures show that a 100 percent increase in consumption of this metal is expected by 1975. This assumption is based on the variety of uses that nickel is employed. Its properties include the ability to impart great strength and retain a corrosion resistance.

Lead Output

The southern production of lead mainly stems from fertile ore deposits in the states of Oklahoma and Virginia, though traces of the metal are also found in Kentucky, Tennessee, Arkansas and Texas.

A curious aspect concerning the production of lead is that the countries, other than the United States, that are rich in the metal are "lightweights" in industry. The United States generally imports about ten percent more lead than what it produces itself. Figures for 1953 show that America produced 26 percent of the world's supply and consumed 36 percent.

The main production of lead, amounting to about 60 percent of the domestic production, comes from western states. Chiefly, Idaho, Utah, Colorado, Montana, Washington, Arizona and California.

Most productive of the southern regions, ranking about fifth nationally, is the Tri-State or Joplin region, which includes Oklahoma, Southwestern Missouri and Kansas. Latest available figures show that Oklahoma was responsible for about three-quarters of this production with 9,304 short tons.

On the wane since 1925 because of the exhaustion of its reserves, the area is still one of the most productive in the country.

The second largest producer of lead in the South is Virginia. Lead deposits in this state were the first to be operated in this country, having started production in 1621.

SASI figures reveal that they expect National consumption of this metal to rise 53 percent by 1975.

Tungsten Use Grows

Tungsten is found in widely scattered operations in 16 states, but over 90 percent of the domestic output

comes from North Carolina and three other states.

The Hamme mine operating in Vance County, N.C. has an annual output of about 227,400 tons, making it the leading producer in the United States. North Carolina produces nearly a fourth of the Nation's total output.

Tungsten is used in cutting tools such as drills or lathes, and machinery steels. The need for tungsten was emphasized during both World Wars when the material was used to speed the production of armament items. Today, however, the great military demands rest largely with its use in armor-piercing shells.

There is a chance that consumers might turn cool towards the use of tungsten because of anticipated shortages and high prices during emergency periods. However, with military demands considered, the long term trend seems to indicate an increased use spotted with fluctuating consumption and price.

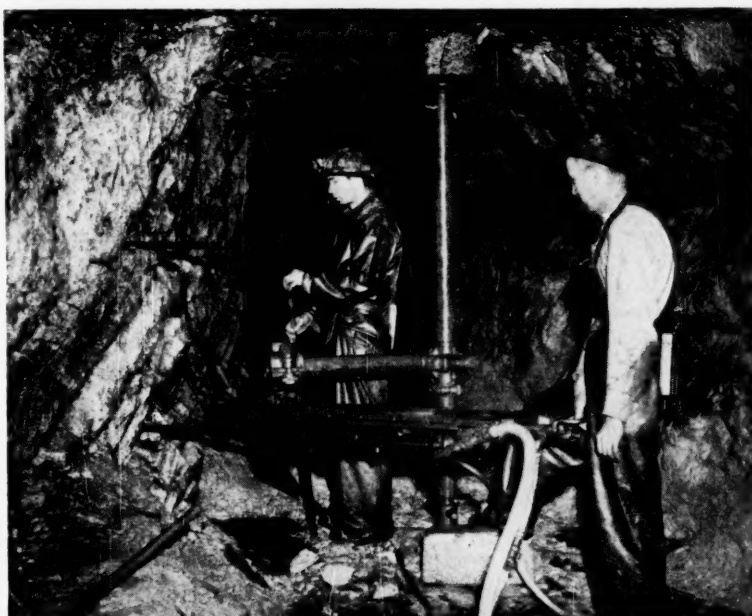
To guard against future shortages of tungsten the government has adopted a stockpiling program, providing incentives for both domestic and foreign consumption. Research is currently being conducted to discover uses of tungsten as an alloy for jet-engine use.

Zirconium Outlook Good

A new plant, scheduled to go into production in the spring of this year, is under construction in Santa Rosa County, Florida, for the production of Zirconium.

To cost approximately \$5 million, the plant is being built by NRC Metals Corp. It ultimately will employ some 150 persons.

Other Southern production sources of Zirconium are the plants at Sheffield, Alabama, and Alloy, West Virginia, of Union Carbide and Carbon



Shown are miners preparing to drill into tungsten-bearing rock at the 700-foot level of the Tungsten Mining Corporation's Sneed Shaft at Tungsten in Vance County, North Carolina.

Corporation's Electro Metallurgical Division.

Zirconium is a non-radioactive metal but is highly important for nuclear use. Resistant to high temperatures and corrosion, it is an ideal structural material for critical parts of nuclear reactors in submarines such as the "Nautilus" and surface vessels which are under construction. Several

of the nuclear reactors used to generate electric power also will require large amounts of zirconium.

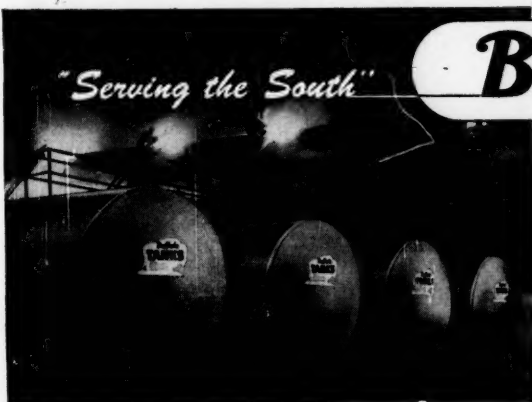
Manganese Made in Maryland

Manganese production in the United States is centered around Baltimore,

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METALS

Maryland, where the ore is processed into ferromanganese and other alloys.

Because manganese is a chief non-ferrous alloying element of steel, the domestic production of manganese is concentrated in the same general areas as the various steel districts.

Much of the ore that is processed at Baltimore is imported. The location of the processing facilities on the eastern seaboard has tended to have a retard-

ing effect upon the production of manganese in the western portion of the United States.

Seven southern states are actively engaged in the mining of manganese. Valuable deposits have been located in North and South Carolina, Arkansas, Virginia, Tennessee and Alabama.

The Gaffney-Kings district of North and South Carolina ranks fifth in the nation in total manganese output, with

one million metallic manganese tons. The rich districts of Arkansas, Virginia, Tennessee, Georgia and Alabama rank 11th nationally and are just beginning to be fully utilized.

With the possible exception of Russia, the United States is the chief consumer of manganese ore. No other country begins to approach either of these two in tonnage consumed.

Gold in Tennessee, Texas

At one time during its colorful history the South was a prime producer of gold but now the section accounts for about only one percent of the domestic supply.

The South contains two principal states that contribute to the domestic supply, Tennessee and Texas. Georgia and Maryland mine the metal to a much lesser degree than do the two leaders.

Latest available statistics show that Tennessee produced 241 fine ounces during 1952, and Texas was second, with 39 ounces.

At one time or another, eight southern states have been active producers of gold. The largest all-time southern producer is North Carolina with 1.1 million fine ounces to its credit. Next highest is Virginia with 167,558 ounces. Georgia is third with 870,663 ounces.

Silver Largely By-product

Silver is produced in variable quantities in the same two southern states that mine gold, Texas and Tennessee. The latest available figures show that in 1952 Texas produced 132,102 fine ounces and Tennessee, 57,569.

All-time cumulative records show that Texas has mined 10.4 million fine ounces and Tennessee 3.3.

The United States stands second to Mexico as the chief producer of silver. However, the greatest part of the domestic supply is recovered as a by-product of ores mined principally for base metals or gold.

One-third of the total world output of silver is in circulation as coinage or held by governments for monetary purposes.

The Bureau of Mines recently reported that consumption was confined to two general areas; 75 percent was used in New York, Pennsylvania, and New Jersey, while nearly all of the



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remainder was consumed in Ohio, Illinois and Michigan.

Texas Top Tin Smelter

Although there are no productive tin deposits in the South—or for that matter, in the entire country as a whole—the largest tin smelting plant in the world is located at Texas City, Texas.

The price tag on the Texas City plant has been placed at over \$13 million. It is now in a standby condition because the present administration, being of the opinion that it had served its purpose in building the Nation's stockpile, advocated its shutdown due to a more economical foreign supply.

Preceding its close-down the operation of the Texas plant had been justified as a national defense measure, because of the scant supply of tin in the national stockpile. The plant began operations in 1942 and had been operated continuously by the Tin Processing Corporation of Delaware.

The facility received its ores and concentrates from the Galveston and Texas City docks by rail and its capacity for fine tin production per year was in the neighborhood of 40,000 tons.

Tin occurrences have been known in the country for the past 125 years, yet all attempts to mine the metal on an economical basis have resulted in failure. Even very high prices could not bring out important quantities.

From 1939 to 1945 the United States government conducted intensive surveys of all deposits that it was thought might have even a remote chance of becoming economical producers.

HUNTSVILLE, ALA.—A molybdenum processing plant, owned by the Mallory-Schwartzkopf Metals Company of New York, is located on a 248-acre tract of land near Redstone Arsenal in Huntsville. The plant, occupying about 28,000 square feet with additional area to be used later, manufactures products to be used in aircraft, electronics, and chemical industries.

Nearly all the results of the study proved to be negative.

Although tin certainly doesn't have as bright a future as magnesium and aluminum and some of the other leaders, the SASI says that the domestic consumption will rise by 18 percent by 1975.

Magnesium Leadership Seen

Due to the seemingly never-ceasing demand for light structural material for airplanes, rockets, guided missiles and other forms of "flying machines," magnesium is expected to come to the forefront of southern primary metals production within twenty years.

Magnesium is the lightest structural metal known. Born of a war need, the metal is rapidly gaining acceptance for civilian use.

In its 1954 report to the Southern Governors' Conference, the SASI said that by 1975 the demand for magnesium would far outdistance other primary materials produced in the southern states. They predicted an increase of 1,845 percent.

During this same period the government-owned magnesium plant at Lake Charles produced 27,000 short tons

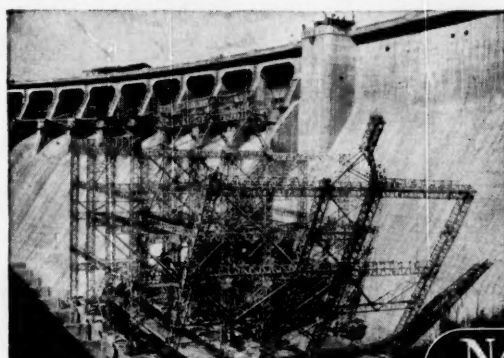


This shows beginning of tests for titanium by the Crane Company in the white sands of the beach near Panama City, Florida.

annually. Following the war, this and four other plants were immediately closed. In the same action the Velasco facility was placed on a stand-by basis and remained so until it was reactivated in 1950 and production began in March 1951. The Velasco plant, like six others on the stand-by program were operated for the Government on management contracts.

* * *

Other aspects of metals activities in the South, such as fabricating, stamping, forging, tool and die work and many others, will be presented in the May issue of MANUFACTURERS RECORD in a special editorial feature on contract manufacturing.



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many of these areas to enable SSIRCO to give you complete metals service.

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Modern, Dynamic Meridian

By CHARLES LAYNG

MERIDIAN. General William Tecumseh Sherman once said: "War is Hell!"

He couldn't have been righter.

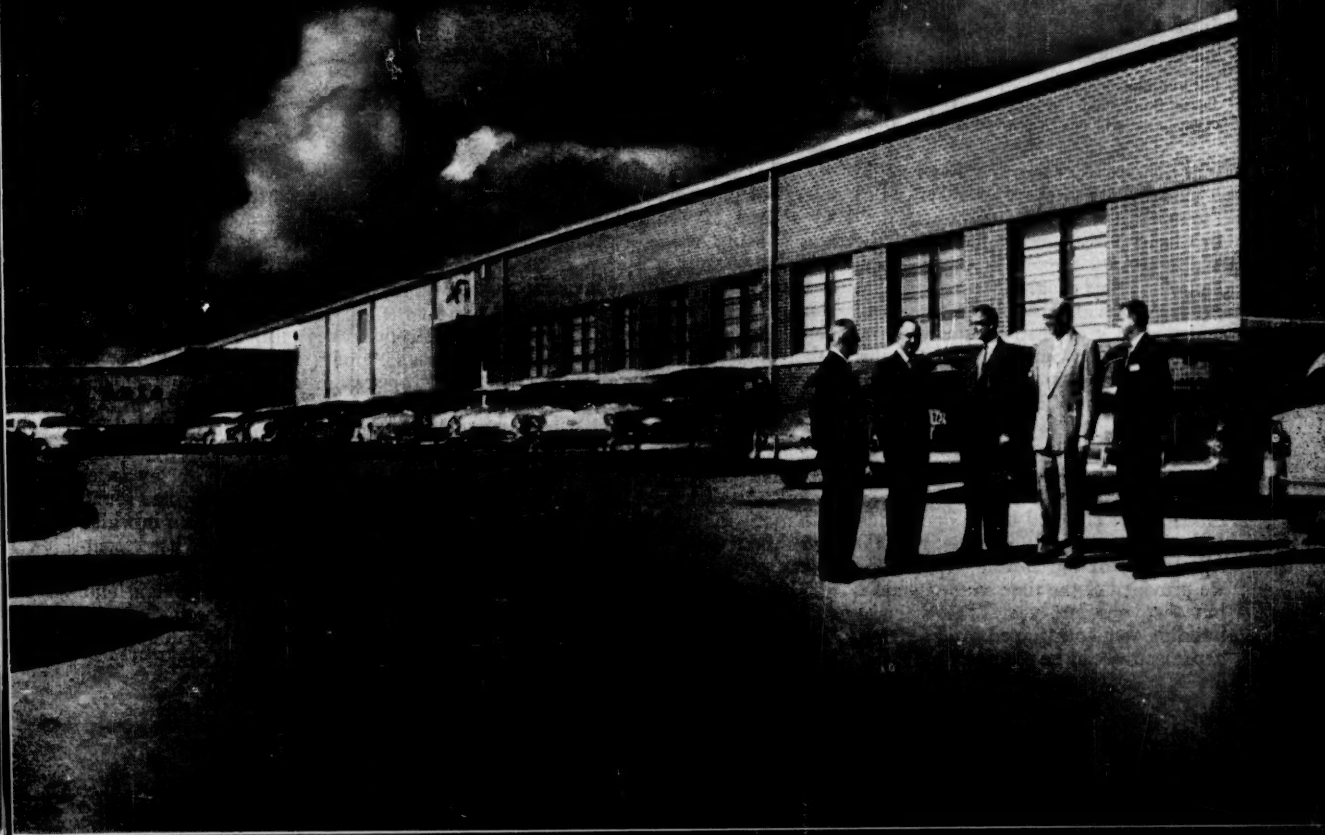
He also said once, in an official report to the Federal War Department: "Meridian no longer exists."

He couldn't have been wronger.

Why? Because Meridian rose courageously from the ashes of destruction to become the second city in Mississippi population-wise, and the seat of many important industries. It also ranks today as an outstanding and rapidly-growing center of distribution.

A noteworthy aspect of all this is

Below: In front of new Western Auto building are Meridian Chamber Manager C. C. Moseley, Mayor W. S. Smylie, Western Auto Division Manager L. A. Fults, Chamber President Dave Forrester and Industrial Development Chairman T. R. Ward.





Pictured above are members of the city council. Reading from left to right they are: Councilmen C. D. Shields, W. H. Sanderson, Leroy Reeves, James H. Melton; City Attorney, T. Y. Minniece; City Clerk and Treasurer, Joel Forrester; Mayor W. S. Smylie; City Manager, L. B. Cresswell; councilmen L. L. McAllister, Fred A. Cook, Grady E. Griffin, W. M. Stallworth, M. R. Anders

that the city's development has been in a modern and vital pattern. Typical of the modernity is a "thinking machine" in the new distribution facility of the Western Auto Supply Co. here. It exemplifies the progressive spirit that activates Meridian, and the industrial complexion it has had for many years.

Western Auto Supply Co. distributes from here to portions of six southern states by means of a fleet of 18 tractors and 27 trailers. L. A. Fults, division manager for the company, has this to say about the operation:

"We moved to Meridian from a much larger city and began operations here in January, 1956. The 125,000 square feet of warehousing space that we provided at the time seemed ample, but that was last year. The original building was constructed in order that expansion would be relatively easy, but

we didn't expect it quite so soon. However, our plant here is being expanded to a total of 175,000 square feet of warehousing space, starting immediately."

He pointed to the Univac installation, which takes care of price extensions, inventory changes and various other data on the 17,000 or more *different* items stocked and distributed from this warehouse.

30,000 Automobile Tires

"Some of our operations are quite complicated," he explained. "In addition to the thousands of widely varying items that we carry, there are large stocks of most such items always on hand. For example, more than 30,000 automobile tires are kept in stock here. However, except for myself and seven key department heads, everybody here

was hired in Meridian. After sixty days' operation, we became the top warehouse in our nation-wide chain and have held the honor for nine straight months."

This enthusiasm for Meridian and for the type and quality of labor available there was also expressed by the manager of a radically different type of operation. Lee R. Campbell has charge of the modern plant built in Meridian in 1953 by the W. S. Dickey Clay Manufacturing Company, which turns out some 3,000 tons of clay sewer pipe each month. This, too, has found in Meridian a healthy climate in which to expand. Its kiln capacity has recently been increased by 12½ per cent, and its production rate per man hour has stood up extremely well.

"All we brought to Meridian were five department heads," Campbell said.

"We've found local labor easily trainable and quite productive after being trained and our labor turnover has been negligible. Meridian's negro workers, of whom we employ a large number, have shown a most friendly spirit and a great deal of aptitude."

Turning to another completely different industry, it may be noted that until about fifteen months ago no bathrobes were made in Meridian, despite the presence of a sizable textile industry there.

In October, 1955, the Meridian Manufacturing Company began operations with two employees. It now has over 200 employees and produces more than 12,000 bathrobes per week. From a payroll of a few hundred dollars a week, the payroll has now risen to more than \$400,000 per year. Two of the company's executives from New York, as well as Harry Goodman, the local manager, have expressed themselves as considering local labor to be an "intelligent group; easy to train, very cooperative; very productive."

A "Born" Industrial City

Meridian had its beginnings just about a century ago, when it was announced that its site would be the junction of two important railways. Eventually, large railway shops were located there and the railway payroll loomed large in the economic picture. However, with the dieselization of locomotives and for other reasons, the railways, while still important, supply less than 5 per cent of Meridian's total payroll. They have dismantled the major part of the shop facilities once maintained there.

But even though the railways were all-important to Meridian, its citizens refused to be dominated by them and maintained a fierce local pride. For example in the early days, one faction wanted to name the new town "Meridian", the other held out for "Sowashee", after the name of a creek nearby. As fast as the railways would put up one sign on their stations, the enraged citizenry would tear it down and substitute another. This went on for some months, until peace was declared.

While railway employment was falling off in Meridian, other industries were growing apace. According to the 1950 Census, (Table 1) manufacturing occupied the outstanding place in Meridian's employment in that year, accounting for 19 per cent of the total. Since then, the number of railway employees has diminished and the number



The eighteen-story Threefoot Building dominates Meridian's modern skyline and is typical of the vital growth that has marked the city's development.

of manufacturing employees has increased, to continue the complete change in Meridian's economic picture in the last two decades.

In view of the availability of lumber, the manufacture, treating and shipping of wood products is naturally of great importance here. Flintkote Company, makers of insulation board, with more than 500 employees, operates the largest such manufacturing plant in the county.

A plant of the General Box Company, making wooden boxes, and having some 300 employees, is also important. Acme Building Supply Company, with 175 employees, engages in millwork production on a large scale.

Other plants using lumber in the manufacture of wood products are the Crudup Manufacturing Company, the Gulf States Creosoting Company, Meridian Wood Products, Me-

ridian Woodworking Company, Pine Manufacturing Company, Sanders Lumber Company and the Tuscaloosa Veneer Company. The latest addition to the timber industry of Meridian is the Kroehler Manufacturing Company. It is now completing a new plant just outside the city limits at a cost of between \$3 million and \$3½ million.

Delmar L. Kroehler, president of the company which sold a record \$76 million worth of furniture in 1955, and probably exceeded this figure in 1956, confined his furniture empire solely to the North until a decade or so ago. But now he has considerable interests in the South. Of his present fifteen plants, three large ones are located in the South, one at Charlotte, N. C., one at Shreveport, Louisiana, and one at Dallas, Texas. He also has a large cotton blending facility at Memphis, Tennessee. The new plant at Meridian will

MERIDIAN

process hardwoods for use as frames for sofas and chairs.

"We believe that the plant at Meridian will be the largest lumber processing plant in the country that is owned by a furniture manufacturer," Kroehler said. "It will have space for storing six million feet of lumber at one time."

Another large plant, this one using pulpwood for the manufacture of paper, is being built near Meridian by the Marathon Corporation, of Menasha, Wisconsin. The plant will be in Alabama, in the county adjacent to Lauderdale county, Miss., in which Meridian is situated. It will be served by the Meridian & Bigbee R. R., with headquarters in Meridian, which short line was recently purchased by Marathon. The new \$30 million dollar facility is located at Naheola, Alabama, where the M. & B. crosses the Tombigbee River, some 40 miles east of Meridian.

In addition to the Meridian Manufacturing Company, whose remarkable growth has already been mentioned, ting plants including Alden Mills, which with H. & N. Hosiery Mill, Magnolia Mills, Meywebb Hosiery Mill and the Patrick Hosiery Mill, make the city a center for hosiery manufacturing. The Burnley Shirt Company, with over 500 employees, makes men's shirts.

Other sizable enterprises include a mill for producing mixed feed for livestock; several meat packers; bakeries, which supply most of central eastern Mississippi from large, modern plants, and a cotton oil mill.

In Lauderdale County, 15 miles northeast of Meridian, the U. S. Navy is now engaged in purchasing 8,000 acres between highways U. S. 45 and State 39, on which a large air base for advanced jet training will be built. The personnel needed to staff this huge base will include 200 officers, 200 cadets, 2,000 enlisted men and some 400 civilian employees.

Why Meridian?

It is just 90 years since the first industry was established in Meridian. Since 1866, the pre-eminence of the city as a transportation center, as well as its geographical location, has caused a steady industrial growth. It is situated near the eastern border of the state, about 150 miles North of Mississippi's Gulf Coast area. The central location, taken in conjunction with the variety of main-line transportation available, makes it a natural distribution point. For example, it is 136 miles



Skilled mechanics at work in the Flintkote Company, where wallboard is manufactured from pulpwood.

North of Mobile, 156 miles Southwest of Birmingham, 200 miles Northeast of New Orleans and 247 miles Southeast of Memphis.

The downtown area is situated on flat land, with the residential area in the lovely surrounding hills. The climate is mild. All of these things, however, may perhaps be considered secondary to the unanimity and spirit of Meridian's townsfolk and the manner in which they cooperate to welcome

new industry.

The city was the first in the State to adopt the Council-Manager form of government. The newly appointed city manager is Maj. Gen. L. B. Cresswell, USMC, (Ret.), who is currently devoting his administrative abilities to the management of the city's affairs. The mayor is Bill Smylie. He is a business man rather than a politician by training and experience, who spends a large percentage of his time on the road selling industries on the desirability of locating in his city.

Help for Industry

Tom Ward, chairman of the industrial committee of the Chamber of Commerce, is an Attorney-C.P.A. engaged in tax practice. He is also in real estate developmental work. His committee consists of business men who are quite willing to render far more than lip service in promoting the location of new industries in their city. The Financial Development Corporation was formed a few years ago as an adjunct to the Chamber to secure property for new plants. This corporation now owns 100 acres adjacent to the new Kroehler plant.

Table 1. EMPLOYMENT, BY INDUSTRY, LAUDERDALE AND ADJOINING COUNTIES,¹ 1950

Industry	Lauderdale County				Adjacent Counties ¹	
	Total Persons	Per Cent of Total	Male	Female	Total Persons	Per Cent of Total
Agriculture	2,988	12.3	2,609	379	24,347	52.7
Forestry and fisheries	19	0.1	19		103	0.2
Mining	12		12		167	0.4
Construction	1,366	5.4	1,277	29	1,487	3.2
Manufacturing	4,608	19.0	3,319	1,289	7,815	17.0
Railroads & railway express service	1,222	5.0	1,184	38	774	1.7
Trucking service & warehousing	337	1.4	309	28	172	0.4
Other transportation	294	1.2	260	34	230	0.5
Telecommunications	253	1.0	139	114	81	0.2
Utilities & sanitary services	362	1.5	305	57	176	0.4
Wholesale trade	931	3.8	804	127	434	0.9
Food & dairy products stores, & milk retail	860	3.6	602	258	755	1.6
Eating & drinking places	840	3.5	277	563	506	1.1
Other retail trade	2,631	10.9	1,710	921	2,102	4.5
Finance, insurance, and real estate	628	2.6	371	257	234	0.5
Business services	124	0.5	93	31	25	0.1
Repair services	385	1.6	368	17	445	1.0
Private households	2,086	8.6	200	1,886	1,644	3.6
Hotels and lodging places	213	0.9	86	127	104	0.2
Other personal services	845	3.5	360	485	581	1.2
Entertainment and recreation services	235	1.0	164	71	123	0.3
Medical and other health services	735	3.0	254	481	334	0.7
Educational services, government	745	3.1	203	542	1,562	3.4
Educational services, private	106	0.4	31	75	185	0.4
Other professional & related services	374	1.5	262	112	277	0.6
Public administration	713	3.0	577	136	819	1.8
Industry not reported	367	1.5	221	146	750	1.6
Total	24,219	100.0	16,016	8,203	46,232	100.0

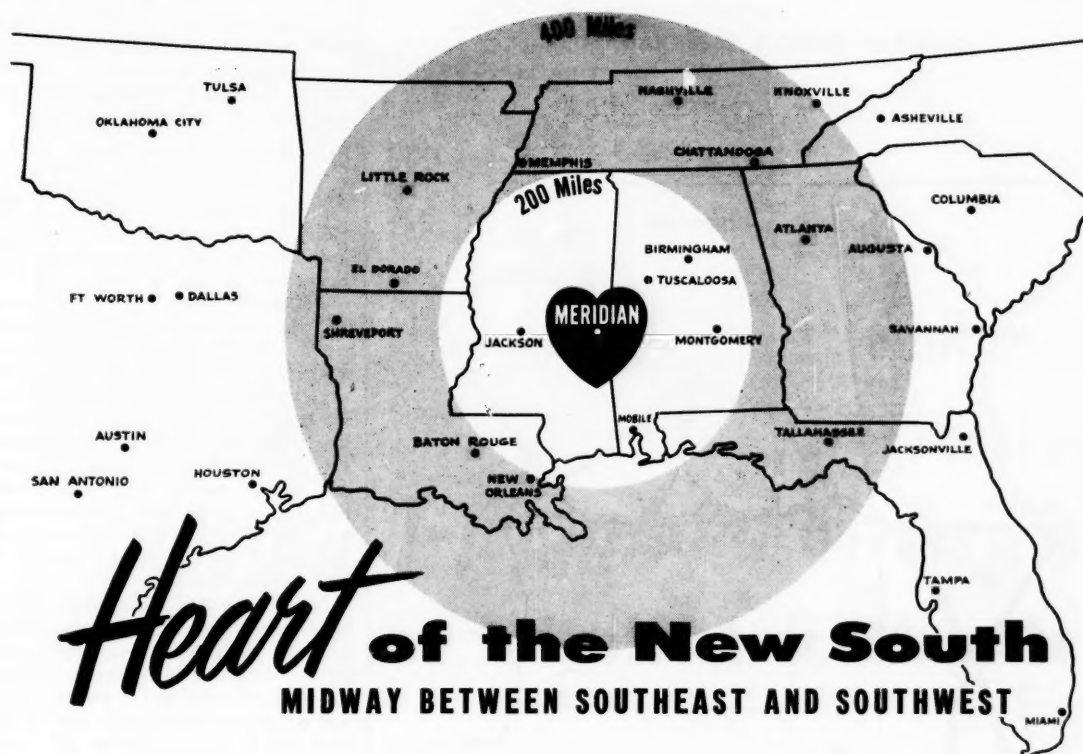
Note: Percentage figures not shown when actually 0.05 or less. Percentage details do not always add to 100.00 per cent due to rounding.

¹ Clarke, Kemper, Jasper, Newton, and Neshoba Counties of Mississippi; Choctaw and Sumter Counties of Alabama.

Source: Basic data from U. S. Bureau of the Census.



Meridian... *Where the Climate for YOUR Business is Good!*



Location: Meridian is in an ideal location for service establishments, manufacturers and distributors.

Transportation: four railroads, five major highways, (two on new national interstate system), seven motor freight lines and major airline service provide fast and efficient transportation in all directions.

Labor: large labor force made up of native born, ambitious, intelligent and cooperative workers. *Vocational school designed especially to increase the skill and efficiency of local employees for your operation.*

Utilities: electric power, natural gas and water in ample quantities at reasonable rates.

Community Attitude: civic spirit, cooperative city and county officials and a favorable tax structure are factors that cause industries to prosper in Meridian.

Community Advantages: There are 95 churches, 6 hospitals, 2 public libraries, 29 women's clubs, 9 men's clubs, 3 radio stations, 1 television station, 1 daily newspaper, 1 weekly newspaper, a Community Chorus, a Civic & Music Ass'n., an Art Association, a Little Theater, a United Fund representing 14 welfare agencies, and a full-time City Recreation Department.

Meridian Chamber of Commerce

P. O. Box 790, Meridian, Mississippi

DIXIE HIGHWAY EXPRESS, INC.

REGULAR ROUTE COMMON CARRIER

GENERAL OFFICES, MERIDIAN, MISS.

"A SUPERIOR EXPRESS SERVICE"



TERMINALS

ATLANTA, GA.	PL 5-3521	MERIDIAN, MISS.	2-2451
BIRMINGHAM, ALA.	4-4644	MONTGOMERY, ALA.	3-2328
COLUMBUS, GA.	3-3621	NEW ORLEANS, LA.	CR 0681
GULFPORT, MISS.	4432	OPELIKA, ALA.	SH 5-3671
HATTIESBURG, MISS.	JU 3-2081	SELMA, ALA.	TR 4-6651
JACKSON, MISS.	3-9606	TUSCALOOSA, ALA.	8-5996

AGENCIES

	TELEPHONE No.
DEMOPOLIS, ALA.	709
GADSDEN, ALA.	6-9257

SALES OFFICES

202 East 44th Street — NEW YORK, N. Y.
637 Investment Building — WASHINGTON, D. C.

MERIDIAN

C. C. Mosely, manager of the chamber, came to Meridian originally as manager of a citizens group which planned the Council-Manager form of municipal government under which the city now operates. As Mayor Smylie quite correctly puts it: "We are singularly fortunate in having such a large number of competent men who are willing, if necessary, to subordinate their own interests to the city's welfare."

Sprucing Up

As an example of what can be done through cooperation, downtown Meridian is now undergoing a multi-million dollar face-lifting. This involves the construction of new office and bank buildings and complete remodeling, as well as new construction, of many stores. Nearly all of the important stores have been remodeled since January 1, 1955. The First National Bank, the telephone company, the Life Insurance Company of Georgia, Interstate Life and Accident Insurance Company, and several smaller companies all are building or have built new structures since that date. The First National Bank Building will cost approximately a half million dollars.

No less than 13 downtown stores have spent large sums in remodeling, while S. H. Kress & Co., which owns its own building in Meridian, is leasing land adjacent to the present store. The Kress store will be enlarged on this land and its quarters in the old building will be modernized, so that the capacity will be more than doubled in all. Naturally, Kress and the other stores have not embarked upon such



"THE BOSS AND HIS IDLE THREATS! - WHAT WAS IT HE SAID COULD HANDLE MY JOB?"



Meridian... Where the Climate for YOUR Business is Good!



**and
friendly,
progressive**

***Council-Manager* Government encourages industrial development**

Meridian has the "plus" factors which make it a city where industry thrives. One look at these factors and you'll want to take a "second look" at our town for your industry!

- + **PIONEER IN COUNCIL-CITY MANAGER FORM OF GOVERNMENT** ... expedites and streamlines municipal operation and carries out the will of the people in a businesslike manner at a minimum of cost ... sympathetic to industry's needs and problems.
- + **REASONABLE TAX STRUCTURE** ... makes the cost of doing business low and the cost of living economical.
- + **LOW BONDED INDEBTEDNESS.** General obligation bonds are now less than \$1,000,000.
- + **SUPERB MUNICIPAL SCHOOL SYSTEM.** Outstanding facilities, faculties and curricula make the Meridian system a leader in southern education ... and an important factor in providing intelligent labor for your industry.
- + **EFFICIENT AND MODERN POLICE AND FIRE DEPARTMENTS** ... provide tops in protection and cheaper insurance.
- + **LONG RANGE CITY PLANNING** ... has given Meridian modern municipal facilities and has prepared the way for progress at the lowest possible cost.

City of Meridian

MERIDIAN

large expenditures for new buildings and remodeling without making close studies of the existing market and of the market potential.

A Main Line City

Pick any form of transportation you desire and Meridian is on the main line: There are main highway arteries from New Orleans and Mobile to the Midwest and the East, and from San Diego to Savannah. Rail lines run between Mobile, St. Louis and Chicago and between New York, Cincinnati and New Orleans. There also are two east-west lines between Meridian and Jackson, Miss., one of which continues to Shreveport, with connections to Texas on the West. In addition there is a rail line to numerous Alabama points other than those on the New Orleans-Birmingham line. These, with a short line that goes east for 51 miles and supplies Meridian with direct connections to other main lines to the North, supply an unsurpassed railway network.

Main-line planes on the Dallas-Atlanta-New York route also stop at Meridian. A huge pipeline has a most important delivery terminal at Meridian's doorstep where seven major oil companies have tank facilities. All of these things point up the city sharply

as a place to investigate when a new distribution center is required.

Two of Meridian's U. S. highways are included in the new U. S. federal highway improvement program, U. S. 80 (east-west) and U. S. 11 (north-south). Both of these highways formerly traversed Meridian's downtown section, but a multi-lane bypass was built which carries them around the southern edge of the city. Although a few minutes removed from downtown, it is completely removed from any interference with downtown traffic.

At the moment, a cloverleaf is approaching completion—at a cost of \$1½ million—on this bypass, to permit easy cleavage and joining of traffic of U. S. highways 80 and 45. Highways 80 and 11 are already so separated. In addition to the effect this will have upon long-distance traffic, it will also be of material assistance to the commuters from the increasingly popular suburban area in the hills South of the city. Two new bridges, now approaching completion, over creeks on important city traffic arteries in the near-downtown area will also aid the smooth flow of traffic.

A vitally important project just beginning is the construction of an overpass over the railways on 22nd Avenue

(the main street) just south of the downtown business area, at a cost of \$300,000. Further, the traffic problem is being attacked by a rigid application of the rules governing downtown parking. As in every American city, the downtown area was being strangled by people working in downtown stores and buildings parking their cars for the day in one-hour parking areas. This is no longer tolerated.

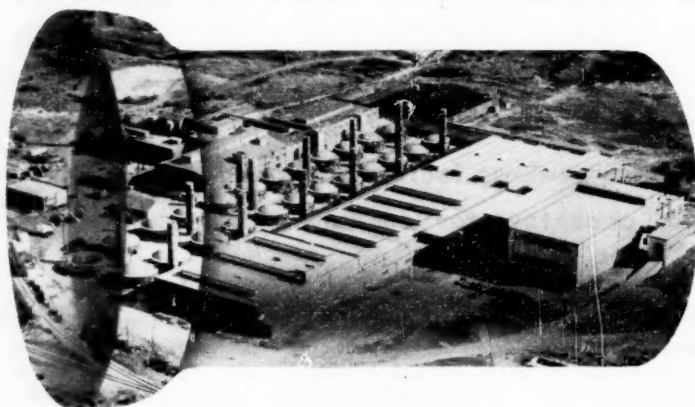
Meridian has been more conscious of downtown traffic problems than other cities because its downtown streets are not laid out in the customary gridiron fashion. Many of them meet at angles, which, under the old haphazard methods of managing traffic, quickly brought on confusion. This had to be straightened out and Meridian set about doing it several years ago and has continued the process effectively ever since.

Rolling Along the Highways

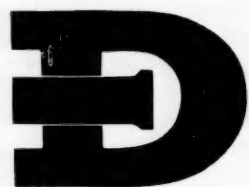
Six motor freight lines, as well as three moving and transfer companies, serve Meridian. One of the motor freight lines, Dixie Highway Express, Inc., has its headquarters and a large freight terminal operation in Meridian, and is one of the largest highway haulers in the Southeast. The others, as well as Dixie, supply excellent service on the three U. S. highways that serve Meridian: U. S. 80, east to Montgomery, Ala., Columbus, Macon and Savannah, Ga.; west to Louisiana, Dallas, Fort Worth, New Mexico, Arizona and finally San Diego; U. S. 11, New Orleans to the New York area, via Birmingham; and U. S. 45, Mobile to the Chicago area.

Meridian is also served by two state highways, No. 19, which connects it with one of its traditional trade areas—Choctaw county in Alabama. It also goes northwest to a connection with several important highways at Philadelphia, Miss.; and State 39, north to DeKalb, Miss. The latter is a highway which will assume tremendous importance—and will be multi-laned—when the new Naval air base is built alongside it.

Interstate bus service over these highways includes the New Orleans-Birmingham schedules of the Southeastern Greyhound Lines, with coast-to-coast connections; Continental Trailways, to Dallas, to Miami and to Raleigh, N. C., and the Gulf Transport Bus Lines, to St. Louis and Mobile. All of these supply express as well as passenger service. Continental Trailways completed an outstandingly designed



*Serving the sanitary needs
of American communities*



Dickey Sanitary Salt-Glazed Clay Pipe

DICKEY

W. S. DICKEY CLAY MFG. CO.
Meridian, Mississippi

Birmingham, Ala. | Chattanooga, Tenn. | Kansas City, Mo. | San Antonio, Tex. | Texarkana, Tex.-Ark.

A Quick Picture of

Opportunity for Industry in Meridian

Meridian Offers Industry

- | | |
|--------------------------------|--|
| Growing Markets | —Local, regional and world. |
| Abundant Resources | —Farm, forest & mineral. |
| Friendly People | —Ample, adaptable labor pools. |
| Choice of Plant Sites | —Reasonable cost without crowding. |
| Moderate Climate | —Short winters, ample rainfall. |
| Superior Transportation | —Rail, water, air and highway. |
| Strategic Location | —Lies across East-West and North-South trade routes. |

and Pleasant Living whether you come to Meridian with industry in mind, to establish a business or for active, interesting retirement years.

Write, call or wire
Industrial Development Department

Mississippi Valley Gas Company

Jackson, Mississippi



MERIDIAN



An aerial view of downtown Meridian shows the broad thoroughfares and diversified industrial and business buildings which characterize the city. Currently every important store in the downtown area is being remodeled and modernized.

new bus terminal in downtown Meridian in 1956, at a cost of \$101,567.

Four Railways—to Nearly Everywhere

Despite the fact that the railway payroll in Meridian has dwindled and the manufacturing payroll increased, the city is still supplied with truly outstanding railway service. The Southern Railway's Cincinnati-New Orleans and New York-New Orleans trains operate through Meridian, and it is the terminal point for two important operating divisions of the railway.

The Gulf, Mobile & Ohio R. R. main line from Mobile to St. Louis, Kansas City and Chicago passes through Meridian. The G. M. & O. also has a line from that point to Jackson, Miss., and thence to New Orleans.

The Illinois Central R. R. has a secondary main line from Meridian to Shreveport, Louisiana, via Jackson, Miss., where connection is made with the I. C. main line between Chicago and New Orleans.

All of these lines maintain fast, overnight service between Meridian and the other important cities of the Southeast which they serve. For the more distant points in the North and West, there is

second, third morning or fourth delivery to just about any city of any size within a thousand-mile radius.

While the Meridian & Bigbee R. R. is only 51 miles long, it is highly important to Meridian's railway picture. It was purchased not long ago by the Marathon Corporation of Menasha, Wisc., which is erecting a \$30 million paper mill along this line. In addition, it gives Meridian access to two other railway systems. A junction with the Alabama, Tennessee & Northern (Frisco System) is made 30 miles east of Meridian, and with the Louisville & Nashville at Myrtlewood, Ala., 51 miles east.

Delta Air Lines supplies Meridian with six flights daily. The city is on the main line of Delta between Dallas and Atlanta, New York and other eastern points, and is on one of Delta's Atlanta-New Orleans main lines. Application has been made by Meridian for direct service from Meridian to Mobile and Memphis, with connections to many other Southeastern points. Charter plane service is available at the municipal airport at Key Field through Key Brothers Flying Service. The airport is also the base of the Mississippi Air

National Guard, which is equipped with a number of jet planes.

Key Field was one of the major installations in the country during World War II and money has recently been appropriated for a number of airport improvements. This will include extension of runways, at least one to 9,000 feet, in anticipation of jet flights, as well as provide for a new terminal building.

The approximate mileages to several cities are given in Table 2 below:

City	Approximate Short-Line Rail Mileage From Meridian
Atlanta, Ga.	318
Birmingham, Ala.	152
Chicago, Ill.	702
Cleveland, Ohio	872
Dallas, Tex.	523
Detroit, Mich.	883
Jackson, Miss.	96
Kansas City, Mo.	721
Little Rock, Ark.	352
Louisville, Ky.	545
Memphis, Tenn.	248
Mobile, Ala.	135
Nashville, Tenn.	358
New Orleans, La.	201
Pittsburgh, Pa.	932
St. Louis, Mo.	506
Shreveport, La.	311
Vicksburg, Miss.	140

Meridian—Well-Governed

The council-manager form of municipal government was adopted by Meridian voters in 1948. A significant commentary on the manner in which this form of city government has been administered is to be found in the fact that all municipal bonds maturing since 1943 have been paid off in full—there has been no refinancing. As will be seen from some of the following data, the city does not hesitate to spend money when necessary, but all city expenditures are carefully budgeted.

Under the existing system, a mayor and ten councilmen are elected for four-year terms, and they form the city council. The council then employs a city manager to take care of the details of municipal administration. Under the enabling act, which permits the setting up of this form of government in a Mississippi city, the mayor is stated to have no administrative powers and to serve as "ceremonial head of government".

Whoever wrote that wasn't acquainted with the present mayor, W. S. "Bill" Smylie. A business man, an excellent salesman, he does not interfere with the city manager's prerogatives at all and, when the occasion demands it, he can serve as a "glad-



Meridian... *Where the Climate for YOUR Business is Good!*



and **Civic Clubs**

Assure You of Community Cooperation



We have facts to support our belief that Meridian is a good place in which to live and to operate a business. We try hard to keep it this way through our many civic activities . . . too numerous to even mention here.



Our community is cooperative. Not only with business that might wish to locate here . . . but among ourselves. This to us is the "salt" that determines community attitude when you are weighing the pros and cons of locating in Meridian.



We have a unity of purpose and attitude—to make Meridian better than ever for ourselves . . . for the businesses that are here . . . and for the enterprises that are coming. Won't you join us in this progress?



• JUNIOR CHAMBER OF COMMERCE

• EXCHANGE CLUB

• LIONS CLUB

• KIWANIS CLUB

• CIVITAN CLUB

• ROTARY CLUB

MERIDIAN

handers" with the best of them. At the same time, he is one of the large group of businessmen in Meridian who have the best interests of their city at heart and who do not hesitate to sell Meridian anywhere in the country when the opportunity arises.

Let it be known that an industry anywhere is considering a plant in the South and Mayor Smylie will arrive on the next plane to discuss the matter.

The biggest projects engaging the city's attention at the moment are the completion of the cloverleaf on High-

way 80 bypass and the elimination of a traffic bottleneck through the construction of an overpass over the railway tracks. This is at a busy grade crossing virtually in the downtown business district, both previously mentioned. Also under way is the provision of a \$3,300,000 sewage treatment plant.

Meridian's city manager, General Cresswell heads a stream-lined, highly efficient city organization. Under his jurisdiction capable heads of the police, fire, engineering, street, water and financial departments provide the city

with unsurpassed municipal services.

Educational Facilities

The school system is completely independent of politics and it operates on a rather unusual plan. It is based on the 6-4-4 year system. The schools are financed by a separate school district and the school trustees have complete autonomy. There are 12 elementary schools, two junior high schools, one high school, one combination high school and junior college (this college is an integral part of the city's school system) and a vocational school. This latter is of particular interest to manufacturers seeking a location in Meridian. It is exceptionally well-housed and well-equipped and offers a broad vocational curriculum. In addition to the numerous trades being taught there now, it is ready to teach any new trade that may be desired by any manufacturer.

In an effort to provide a plan whereby the educational needs of the community can be met more effectively, the Meridian Public Schools offer within the upper four-year level an extensive program of vocational education. This department is integrated with the other departments of the system and is concerned with preparation for early employment in trade, industrial, service and distribution occupations.

This program is designed especially for those students who wish to prepare for early employment in a pre-determined trade or industrial occupation and who do not plan to transfer to a senior college later. The completion of a course of this program usually requires from 36 to 48 months and is considered the equivalent of a junior college education.

All practical shop-type training is conducted in large, adequately heated, ventilated, and lighted shops, well equipped with the production-type equipment commonly utilized in industry, while technical subjects and related training units are provided in equally modern and well equipped class-rooms. In addition to training in the practical skills and technical requirements of the trade, carefully selected related subjects emphasize the development of desirable work-habits, personnel relations, business practices, and an appreciation of fine workmanship commonly expected of journeymen workers.

The instructional personnel are well-trained vocational teachers and experienced tradesmen who understand the employment requirements in their re-

where to Pinpoint Prosperity and Happiness

For 57 years our business has grown with Meridian and Mississippi until today we own four plants and a large fleet of trucks. Life here in Meridian has been good for our business and for our personnel . . . both have thrived in this climate of friendly cooperation. In choosing our business location, we recognized that prosperous business years are not really satisfying unless they are prosperous living years too. We found both here, and are proud to lay claim to being a Mississippi Institution. If you are thinking of moving to Meridian—indeed to Mississippi—give us a call and let us talk with you, as one business to another.



HARDIN'S BAKERIES

General Offices: Meridian, Mississippi
Other Plants in Columbus, Tupelo and Jackson

Since 1900 . . . a Mississippi Institution

Hitch your wagon to a star...

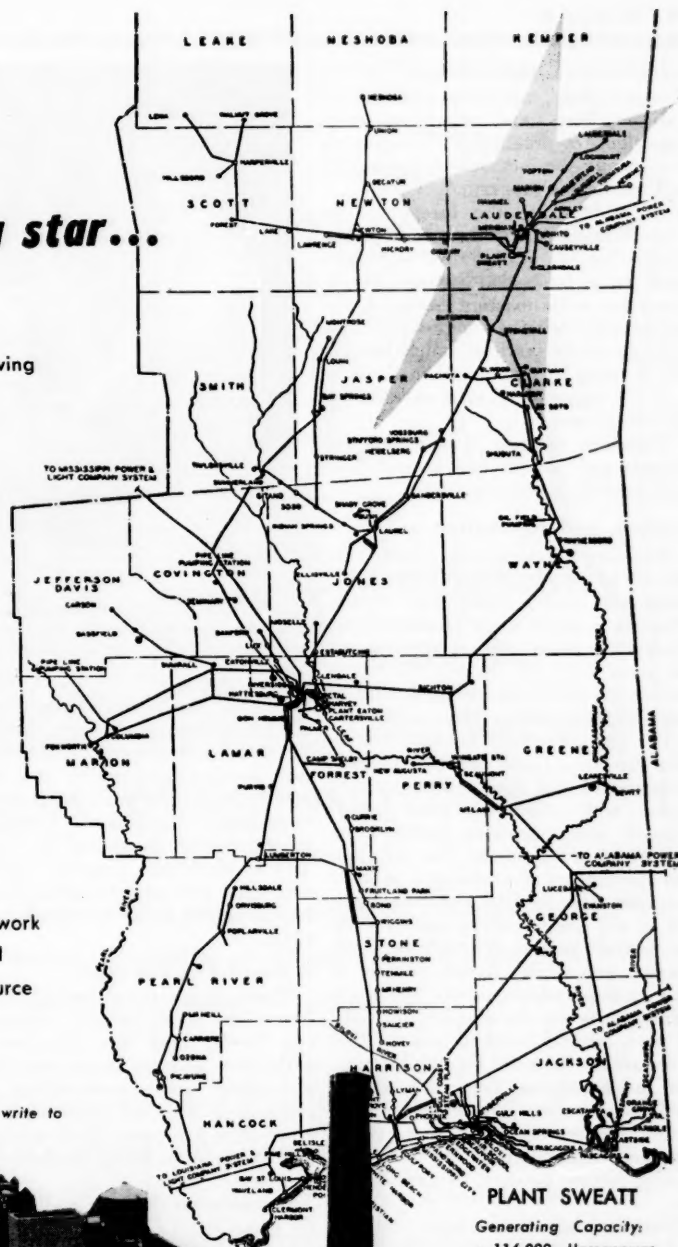
Meridian has for 96 years been a bright and growing star in Eastern Mississippi. It occupies a strategic geographical location in the center of thriving new Southern markets, accessible overnight by fast rail, truck and airline service.

Although a bustling industrial city, Meridian has a large reservoir of cooperative labor, abundant raw materials, ample water, natural gas and an uninterrupted supply of electric power. We hitched our wagon to Meridian's economic star in 1925 and are happy to report that even now, we are expanding to meet the growing needs of this modern industrial city. Our Plant Sweatt, with a present generating capacity of 116,000 horsepower, when necessary will be expanded to 232,000 horsepower. Mississippi Power Company sees an even brighter future for Meridian and will continue to work with the people of this area to assure present and future industrial and residential users a ready source of energy.

For specific and confidential information on Meridian, write to

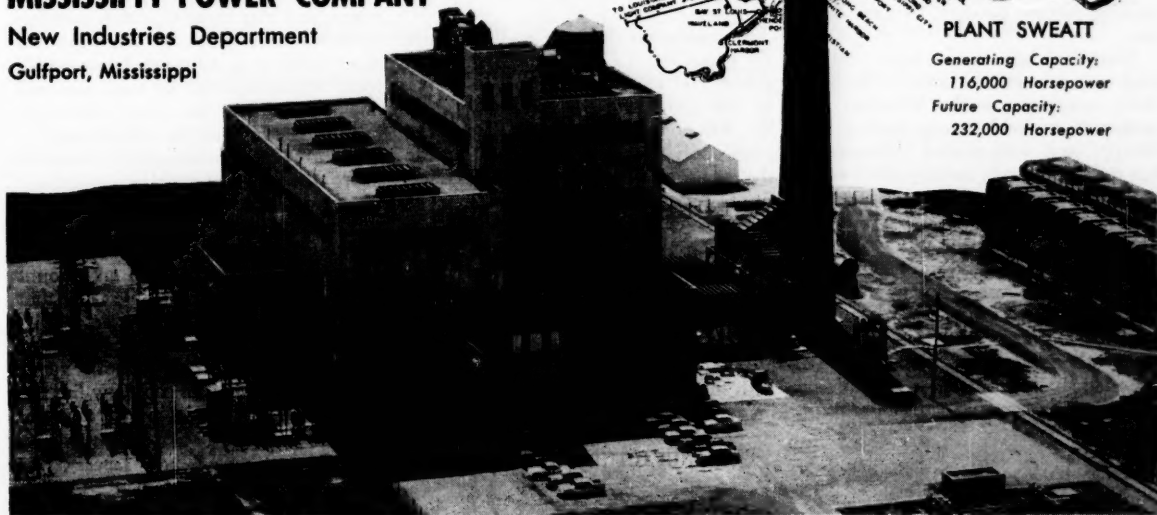
MISSISSIPPI POWER COMPANY

New Industries Department
Gulfport, Mississippi



PLANT SWEATT

Generating Capacity:
116,000 Horsepower
Future Capacity:
232,000 Horsepower



MERIDIAN

spective fields. Demonstration, lecture, directed study, especially prepared vocational films, and supervised work experience on practical job-assignments are among the methods of instruction utilized in this program.

In addition to the foregoing, the Vocational Department of the Meridian Public Schools is organized and operated on a basis that encourages co-operation with existing business and industry and with new industries which may desire its services. It has become the practice to operate these facilities both day and night to meet any unusual or special needs.

There are also two 12-year parochial schools and two privately-owned business schools in the city.

Culture and Recreation

Meridian has 35 women's music and literary clubs, as well as a civic music association and a community chorus. There is an active Little Theater group. Nine civic clubs are represented, six for men, three for women. There are two public libraries, having a total of some 55,000 volumes between them.

The city employs a full-time recreation director. There are two municipally owned and operated amusement parks, with swimming pools, playgrounds and picnicking facilities, as well as 16 playgrounds. The mild climate permits an all-year-round outdoor program. The modern, concrete stadium at the junior college seats 14,000 for football games; there are two golf courses, one a hilly 18-hole course, of truly championship caliber; numerous tennis courts are also supplied for public play. Several baseball and softball parks are available for the city leagues. For the fisherman, there are several public and many private lakes, and, during the season, there is excellent deer and quail hunting. Of the seven moving-picture theaters, two are drive-ins.

Meridian has three radio stations and one television station. The local daily newspaper is the *Meridian Star* and, with a circulation in eastern Mississippi and west-central Alabama, it has developed truly metropolitan status in appearance and editorial content.

Ninety-two churches of 22 denominations flourish in the city. A major church building program, costing several hundred thousand dollars, has been in progress for the past few years. Several new churches have been built and many others have undergone extensive remodeling, including new educational buildings. As a result of this program,



Men at work in General Box Company where wire-bound and all types of wood boxes are manufactured to engineer's specifications.

Meridian is now a city of not only adequate but also beautiful churches.

During the same period, a number of improvements were made to Meridian's five hospitals which now have a total of some 350 beds. There is also a state charity hospital and a large state mental institution located in the city. Two of Meridian's hospitals were built originally with private funds, but have now been set up as non-profit institutions.

A Good Tax Package

Quite apart from having a good overall tax picture at state, county and city levels, both the Meridian city authorities and the Lauderdale County authorities are empowered to grant exemptions from ad valorem taxes for a period of five years. Such exemptions apply to land, building, machinery and equipment.

Complete tax data are available from the Chamber of Commerce. Briefly, the county tax rate amounts to \$14.50 per \$1,000 valuation; the state, \$4.00 and the school tax rate, \$22.50. These tax rates apply to industries located outside the city limits but within the Meridian Separate School District, which extends beyond the city.

Within the corporate limits, in addition to the school tax, the city tax rate is \$16.50 per \$1000 valuation.

Current valuations are from 40 per cent of real value on down. An important factor to be noted in connection with the state income tax on corporate income is that, insofar as it applies to

sales income, the criterion is where the sales order is taken, rather than where it is filled.

The Balance Agriculture With Industry (usually known as the BAWI plan) of Mississippi is also quite important to the tax picture. For a sound, progressive industry with a bright future, the city will extend complete co-operation to the extent of authorizing a BAWI bond issue to finance the cost of a building to meet the requirements of the industry. The BAWI law, passed in 1944, was evolved to stimulate Mississippi's industrial growth. It works as follows: A political subdivision of the State, such as a municipality, supervisor's district or county may own and lease to manufacturing enterprises buildings specifically designed for manufacturing operations. For financing the acquisition of land and the erection of buildings thereon, the political unit may vote bonds in an amount not to exceed 20 percent of the assessed valuation of all property within its corporate limits. In a general election called for such purpose, a majority of the qualified electors must vote and two-thirds of those voting must favor the proposition to issue bonds.

The law further provides that the political subdivision must satisfy certain requirements as to availability of labor and natural resources, and must apply to and receive approval from the Mississippi Agricultural & Industrial Board before calling the aforementioned election.

Law Cited

A municipality negotiates with a specific manufacturing company for the establishment of an industrial enterprise. The municipality must determine that there are natural resources readily available for the operation of the enterprise for a period of at least ten years, and that there is within a radius of twenty-five miles of the proposed plant location an adequate labor supply from which to draw at least one and one-half workers for every operative job in the proposed manufacturing operation. The municipality contracts with the manufacturing company whereby the company agrees to lease and maintain the proposed site and building. The company agrees to pay rent to the municipality in an amount and according to a schedule such that the municipality can fully amortize its bonds during the term of the primary lease, which term shall not exceed twenty-five years. The company has the option to renew the lease at a nominal



Meridian... *Where the Climate for YOUR Business is Good!*



**a
community
can be
no better**

than the stores of its merchants



A city's merchants set the pace for community living standards. They determine whether or not community life will be smart, satisfying, thrifty, competitive, progressive.

For generations Meridian has been a great market place in Mississippi life. It is the State's second richest retail market, with its primary trade area covering 11 counties of East-Central Mississippi and 2 counties in West-Central Alabama. Retail sales in Meridian have jumped \$34,972,000 in the past ten years!

Year	Retail Sales
1945	\$23,014,000
1950	42,851,000
1954	47,329,000
1955	57,986,000

You and your employees will
like Meridian. We hope we'll be
doing business together

Source: Sales Management "Annual Survey of Buying Power"

Competent authorities estimate that the retail market will increase 50% by 1960.

RETAIL MERCHANTS ASSOCIATION

MERIDIAN

rental for additional terms, the total time from beginning of primary lease not to exceed ninety-nine years.

The municipality submits its proposed contract with the industry to the Mississippi Agricultural & Industrial Board, and makes a formal application to call a bond election. If the Board approves, it issues a Certificate of Public Convenience and Necessity. This permits the municipality to call its election and to proceed toward the establishment of the specified type of manufacturing enterprise.

Newly established manufacturing enterprises may receive exemption from local and county ad valorem taxes for a period of five years on all property except raw materials and finished products. Application is made by the company to the local taxing authorities for this exemption. The site and buildings of BAWI plants are owned by the municipality and are not subject to taxation.

Utilities Picture

Electric power for Meridian is supplied by the Mississippi Power Company, with headquarters at Gulfport, Miss., and plants at Hattiesburg (67,500 K.V.A.) and at Meridian

(87,500 K.V.A.) A new plant at Gulfport (75,000 K.V.A.) is nearing completion. All of these are gas-fired steam plants and the system is connected with the hydro-electric, gas and coal-fired steam plants of the Alabama Power Company. This in turn, is connected with the similar systems of the remainder of the Southern Company's subsidiaries (Georgia Power and Gulf Power). Thus uninterrupted power service is guaranteed in view of the almost limitless sources that Mississippi Power has to draw from. Three-phase, 60-cycle current is available at primary delivery of 44,000-12,000-4,000 volts; secondary delivery at 230/115 volts, four-wire.

Lauderdale County is also served by the East Mississippi Electric Power Association, a rural electric co-operative.

The Mississippi Valley Gas Company distributes 1,000 B.T.U. natural gas in the area, with delivery pressures available of from 6 in. to 20 lb. One source is the main transmission line approximately 60 miles north of Meridian and running from Louisiana to Georgia. Another is a line running from Central Mississippi to Georgia, which is tapped at a point some eleven miles South of Meridian.

The principal field supplies are from the Gwinville Field in Mississippi, the Monroe Field in Louisiana, the Logansport Field in East Texas, and several fields in South Louisiana. Through branch lines, the Southern Natural Gas Company brings the gas to within two miles of Meridian. At this point the distribution is taken over by the Mississippi Valley Gas Company, which also distributes gas to some ninety other communities in Mississippi.

Water From the Hills

The municipal water supply is obtained from three sources:

(a) The Bonita watershed which is located approximately 1½ miles east of the city limits and consists of 2,600 acres containing three lakes, with a total storage capacity of 600 million gallons. Water flows from these lakes by gravity through a 20-in. cast iron pipe and a 16-in. cast iron pipe to the treating plant.

(b) From Long Creek Reservoir—a 280-acre lake on a 3,000 acre watershed. The capacity of this lake is somewhat over a billion gallons and water can be pumped from Long Creek Reservoir into Bonita Reservoir at the rate of 11 MGD, as needed. Long Creek Reservoir is approximately four miles

southeast of the Bonita lakes.

(c) Three wells, with a combined capacity of 2,000 gallons per minute.

There are about 125 miles of pipe in the system, cast iron from 24-in. to 4-in., galvanized from 2-in. to ¾-in., and copper pipe for small service lines. The main discharge from the pumping station goes into a 24-in. line to the feeder mains and into a 5½-million gallon storage reservoir 200 ft. above the city.

This storage reservoir insures an adequate pressure to the farthest ends of the system, particularly since the gridiron is excellent, with dead ends held to the minimum. The pressure ranges from 30-lb. to 90-lb. The purification treatment consists of the standard coagulation, sedimentation, and filtration. A new filtration plant was built in 1951, at a cost of \$900,000.

The rates and chemical analysis of the water are as follows:

For	Per Month Gallons	Per M Gallons
First	2,500	40¢
Next	17,500	38¢
Next	30,000	35¢
Next	50,000	26¢
Next	100,000	20¢
Next	200,000	18¢
Next	300,000	15¢
Next	300,000	13¢
Next	1,000,000	11¢
Next	1,000,000	10¢
All over	3,000,000	10¢

Chemical Analysis

	13.0	-15.0	PPM
Total Alkalinity	0.0	"	"
Carbon Dioxide (CO ₂)	0.0	"	"
Color	0.0	"	"
Dissolved Solids	44.0	"	"
Hardness (CaCO ₃)	28.0	"	"
Iron (Fe)	0.10	"	"
Turbidity	1.0 - 0.0	"	"
Fluorine	1.0	"	"
Chlorine	0.75	"	"

Temperature—69°

Plenty of Labor

The accompanying tables (Nos. 3 and 4) portray the Meridian labor picture graphically.

Little further comment is needed, except to call attention to the opinions expressed at the beginning of this article by the local manufacturers as to the high caliber, trainability and productivity of this labor.

As to labor supply, it should be noted that there is a large number of agricultural workers currently residing on farms in the 11-counties which Meridian rather conservatively estimates as comprising its labor pool area. It should be noted, too, that all of this agricultural group possesses various mechanical skills, acquired either in the armed forces, in vocational schools or simply in maintaining

THE MERIDIAN STAR

• Evening

• Sunday

MARCHES ON
WITH MERIDIAN

Serving and Selling Mississippi's Second
Largest Market at One low cost—

The Meridian area is industrially ideal for growing firms who are looking forward with the South and its abundance of space, labor, and all other operational necessities.

FOR 35 YEARS

Meridian Star personnel have served on 75% of all Chamber of Commerce directorates-boards. Star Editor and Publisher, Jas. H. Skewes, served seven terms as Chamber President, and now is President Emeritus.

Two score honors prove all home state civic-industrial agencies know Star's editorial-journalistic leadership leads way for dynamic-gigantic Meridian growth.

KNOW MISSISSIPPI



COOPERATION AT THE STATE LEVEL **will help plan and build your new plant in Mississippi**

There's a good climate for industrial growth down in Mississippi. Our friendly towns and helpful people make the living good for all. You will find an extra measure of safety and security for your enterprise in the cooperative and fair-minded attitude of state and local governments.

Under Mississippi's famed BAWI program we can finance your new plant in a community of your own choosing, and grant you tax exemptions of five to ten years.

But our Balance Agriculture With Industry program goes deeper than financing — it is the means for developing understanding and full cooperation among government, management and labor.

Just as important as these direct encouragements to industrial development by local communities is the fact that every effort is made by the Governor, the Legislature and all responsible state officials to operate our State government on such a high plane of service, stability and economy as to leave no doubt in the minds of capitalists and industrialists of the nation that Mississippi is a sound, safe and outstanding place in which to locate and operate — a place where they will receive fair and equitable treatment under sane and just laws.

Mississippi offers industrial enterprises the happy combination for a profitable plant operation — proximity to *markets*, a wealth of

materials, and an adequate reservoir of *manpower*. All are here for many kinds of manufacturers, and the facts are available to you for the asking. We maintain industrial engineering and market-research departments which can answer your specific questions in a competent manner.

Would you like to know Mississippi's potential for your new plant?

When considering a new plant please write me for the facts you need. I will be helpful in every way that I can. We want you to know Mississippi.

J. P. Coleman
GOVERNOR OF MISSISSIPPI

Mississippi Agricultural & Industrial Board

STATE OFFICE BUILDING, JACKSON, MISSISSIPPI

MERIDIAN

farm machinery.

Only five of the 72 manufacturing companies, employing 4,555 men in Meridian, have ever experienced a strike of any kind. Of these strikes, one involved only four employees—the other five workers. Another, involving some 200 workers, was settled within 48 hours. Actually, there has been only one case of labor disturbance in Meridian worth mentioning. That was some years ago, when a whole series of work stoppages arose in one plant over a period of two years.

Table 3. PRESENT LABOR SUPPLY IN
MERIDIAN EMPLOYMENT AREA,
MOSTLY LIVING WITHIN A THIRTY-MILE
RADIUS OF MERIDIAN

1. Presently Employed*

Eleven County Area (Noxubee, Winston, Neshoba, Kemper, Newton, Lauderdale, Clarke, Wayne, Jasper, Choctaw, Sumter.)

1. Manufacturing	16,091
2. Construction	2,753
3. Transportation, Communication, & Utilities	2,604
4. Wholesale & Retail Trade	9,983
5. Finance, Insurance and Real Estate	1,036
6. Service	3,400
7. Government	4,465
8. Domestic	3,206
9. Self-Employed	2,538
10. Other	690

2. Estimated Available Unemployed*

Skilled	2,320
Semi-skilled	2,960
Unskilled	5,135

* Does not include agricultural workers.

TABLE 4.

TYPICAL CROSS SECTION OF MERIDIAN
MANUFACTURERS

Name of Manufacturer and Product

ACME BUILDING SUPPLY CO.
Mill Work & Building Materials
ALDEN MILLS
Cotton & Rayon Socks
THE BORDEN COMPANY
Dairy Products
BROOKSHIRE ICE CREAM COMPANY
Ice Cream
BURNLEY SHIRT CORPORATION
Men's Shirts
DEMENT PRINTING COMPANY
Commercial Printing
W. S. DICKEY CLAY MFG. CO.
Clay Sewer Pipe
EAGLE COTTON OIL COMPANY
Cotton Seed Products
FLINTKOTE COMPANY
Wood Pulp Bldg. Materials
GENERAL BOX COMPANY
Wire Bound Boxes

GULF STATES CREOSOTING CO.

Creosote Timber

HARDIN'S BAKERY

Bread and Cakes

MAGNOLIA MILLS

Hosiery

MERIDIAN MANUFACTURING CO.

Men's Robes

MERIDIAN WOOD PRODUCTS

Wood Products

MERIDIAN WOODWORKING CO.

Brush Handles

MEYWEBB HOSIERY MILL

Hosiery

NUTRENA MILLS, INC.

Livestock Mixed Feed

OWEN BROS. PACKING CO.

Meat Packers

PINE MANUFACTURING CO.

Lumber

SOULE' STEAM FEED WORKS

Mill Supplies

TUSCALOOSA VENEER COMPANY

Veneer and Plywood

"It will be sixteen years in December since Flintkote began manufacturing at its wood fiber insulation plant in Meridian, Miss. During that time, Flintkote has operated its facilities to capacity, with practically no interruptions due to labor, raw materials, or service requirements.

"When Flintkote investigated Meridian as a site for its first wood fiber insulation board plant, its engineers were supplied with data concerning labor, power, gas, water and transportation—all needed to evaluate a plant site. Subsequent experience based on actual operating conditions proved that the data supplied by Meridian officials and Chamber of Commerce representatives were as described and, for the most part, were extremely conservative.

"The welfare and living conditions of a work force are as important to the success of an operation as the raw materials and services required for the operation of a plant. Flintkote employees, some of whom came to Meridian to make their home, were welcomed with a genuine hospitality which created a feeling of contentment and community security within the families which reflected itself in outstanding operating accomplishments. The Flintkote Company is proud of its Meridian plant and of the performance of that plant. The Flintkote Company looks forward to many years of continued successful operations with a confidence based on sixteen years of outstanding past performance."

Sincerely,
THE FLINTKOTE CO.
George J. Pecaro,
General Vice President.

City of Homes

Meridian's residential areas are almost entirely in the pine-forested hills which surround the city. A survey made late in 1956 showed that there are now just over 16,000 dwelling units in Meridian and its immediate vicinity, as compared with 12,897 units at the time of the 1950 housing census. The increase was not of the boom kind promoted by the speculative developer, but a solid, substantial average of some four per cent increase each year for the past six years. In the few months since the 1956 housing survey was made, more than 200 new homes have been started. As a result of foreseeable needs brought on by the imminent arrival of new industries now under construction, as well as the Naval air base, some 3,500 additional houses are planned for construction within the next few years. Meridian's 3 banks and 3 building and loan associations, as well as other local capital, can provide sufficient funds to finance the construction of whatever additional housing might become necessary as the result of the arrival of still more new industry.

The Meridian Attitude

Meridian is singularly fortunate in having such a large number of public-spirited citizens interested in promoting the industrial development of the city. Although it has been a manufacturing city since 1866, its citizens have not lost their enthusiasm for procuring more payrolls and more persons employed in manufacturing industries to promote the overall wealth and welfare of the city.

There is very little of the attitude found in some other cities which are controlled by entrenched and, usually, inherited wealth, the owners of which are prone to say, "We like 'X-town' the way it is and don't want to change it." Meridian's citizens are quite as fond of Meridian as it is, as are any of these reactionaries, with the difference that they wish to make it better. They feel sincerely that the way to do this is through industrial development.

As has been stated, Mayor Smylie, is a steady and tireless "traveling salesman" in the interests of Meridian's industrial development, and the mayor's attitude is reflected right on down the line in the City Hall. Tom Ward and his entire industrial committee, C. C. Moseley, manager of the Chamber of Commerce, as is only natural in their



Pictured are the city's high school and the Meridian Junior College. At the lower right is the modern Vocational school.

case, are also vitally interested and intelligently promoting industrial development.

On the other hand, none of the local citizens of entrenched wealth whom this writer could discover, has the baronial and feudal attitude, as cited above for "X-town". It just does not seem to exist in Meridian, where the unanimity of purpose is a striking feature of the scene. The local superintendent of schools is keenly interested. He and a committee of the chamber of Commerce, recently sponsored a highly successful tour of the local industries on the part of Meridian's teachers. The trip had the dual purpose of acquainting the industrialists with Meridian's teachers other than those at the vocational school, and to give to the teachers a new outlook on industry and its importance to a community to pass along to the citizens of tomorrow—their pupils.

Local merchants are all keenly aware of the advantages of industrial development. The Meridian Retail Merchants Association is solidly behind Tom

Ward and his industrial committee in all their efforts. Everyone is "on the team", including the local professional men, doctors, lawyers, clergymen—all keenly interested in promoting Meridian's welfare.

Meridian Highlights

Population, Trade Area	300,000
Bank Clearings, year 1955	\$97,200,086
Population, 1950 Census	42,000
Urban Population,	
January 1, 1957 (Estimate)	55,000
Lauderdale County Population,	
January 1, 1957 (Estimate)	69,000
1950 Census Native-Born	63,918
1950 Census Foreign-Born	253
Total	64,171

Elevation	340 to 430 ft.
Yearly mean temperature	65 deg.
Mean Annual Rainfall	55 in.
Average Snowfall	00.00
Growing Season	235 days
Average date, first killing frost	Nov. 7
Average date, last killing frost	March 19
Average clear days	135
Average cloudy days	110
Average partly cloudy days	120

Recommended Reading

Information on Meridian, Mississippi. 32 pp. with charts and photos. Meridian Chamber of Commerce.

Statistical Review of Meridian, Mississippi. July, 1956. 8 pp. Meridian Chamber of Commerce.

Meridian Invites You. 16 pp. Meridian Chamber of Commerce.

An Economic Analysis of a Mississippi Community—Meridian. By Earl L. Bailey, Bureau of Business Research, University of Mississippi, University, Miss. 1955. 97 pp.

Plant Sweatt. 6 pp. Mississippi Power Co., Gulfport, Miss.

Meridian Site Book. Descriptions of 36 sites from 3/4 acre to 140 acres. Blueprints showing each property giving size, location, zoning, utilities, owner and railway serving. Glossy prints, 9 1/2 in. x 12 in. showing each site. Prepared by the Illinois Central R. R. Copies available for study at Meridian Chamber of Commerce.

Meridian — General Characteristics. 17 pp. Meridian Chamber of Commerce. 1956.

Western Auto in Meridian



**Serving 282
Retail Outlets with
Over 10,000 Items . . .**

Western Auto NATIONAL BRANDS



HOUSEHOLD ELECTRIC AND GAS
APPLIANCES
PAINT • POWER LAWN MOWERS
HOME WORKSHOP POWER TOOLS
SEAT COVERS
OUTBOARD MOTORS
STORAGE BATTERIES
ROOM AND AUTO AIR CONDITIONERS
GARDEN TRACTORS • HAND TOOLS
FRACTIONAL H.P. ELECTRIC MOTORS
SPACE HEATERS

DAVIS

- *Silent Sentry*
- *Luxury Ride*
- *Wearwell*

**TIRES
DAVIS TUBES**

truettone
RADIOS AND TELEVISION



FISHING TACKLE • AMMUNITION
BASEBALL EQUIPMENT
FOOTBALL EQUIPMENT
THERMIC JUGS • VACUUM BOTTLES

Vita Power - WEARWELL
MOTOR OILS

Western Flyer
BICYCLES AND WHEELED TOYS



AUTO SUPPLIES

Tires and Tubes
Motor Oils
Seat Covers
Auto Air Conditioners
Accessories
Anti-Skid Chains
Hot Rod Equipment
Storage Batteries
Auto Radios
Anti-Freeze
Replacement Parts

HOUSEHOLD APPLIANCES

Radios
Television
Air Conditioners
Garbage Disposal
Clothes Driers
Washing Machines
Ranges (gas and electric)
Refrigerators
Dinette Tables and Chairs
Food Freezers
Hot Water Tanks (gas and electric)
Table Appliances
Fractional H.P. Motors
Vacuum Cleaners
Fans (table, window, attic)

SPORTING GOODS

Outboard Motors
Marine Sundries
Ammunition
Outing Equipment
Athletic Equipment
Bicycles
Christmas Toys
Playground Equipment
Shotguns and Rifles
Hunting Clothes
Fishing Tackle
Electric Shavers
Watches
Wheeled Toys

HARDWARE

Mechanics' Hand Tools
Home Workshop Power Tools
Lawn and Garden Tools
Power Lawn Mowers
Garden Tractors
Electrical Sundries
Carpenters' Tools
Paints and Painting Supplies
Hardware Sundries
Kitchenwares



**An International Organization . . .
with over 3900 Retail outlets
in the U.S., Alaska, Hawaii,
Mexico and Puerto Rico
Headquarters in Kansas City, Mo.**



J. Herbert Orr, founder and president of ORRadio Industries, Inc., (right) and his technical director, Herbert Hard, examine one of the reels of the new "Videotape."

Alabama-Made 'Videotape' Scores With TV, Movies

OPELIKA, ALA. A new process which will possibly revolutionize the television industry is currently being perfected at the ORRadio Industries, Inc., headquartered in this city.

Recently CBS placed a large order with the company for its newly developed "Videotape", according to John Herbert Orr, president of the firm.

"Videotape" is the magnetic tape which will record both picture and sound simultaneously on the same tape strip. Industry spokesmen claim that the new process will revolutionize the motion picture business as well as television.

CBS's order, the first commercial one ever placed with Videotape, was a culmination of months of research and experiment in which ORRadio worked jointly with the Ampex Corporation of Redwood City, California, a leading manufacturer of recording equipment. Ampex will manufacture the recording machines for the "Videotape."

Ampex officials announced early last year that CBS-TV had ordered the first three prototype units of this machine at \$75,000 each. The main advantage to the new process lies in the fact that

programs can be recorded directly by TV cameras and microphones and replayed immediately without processing of any kind.

Officials of the "Videotape" company expect that other networks will follow CBS in the use of their equipment.

Videotape's President Orr said that he expected to expand production in their new \$300,000 plant.

Research Being Conducted On Two New Food Projects

BIRMINGHAM. Study on two new projects in food packaging for the Quartermaster Food and Container Institute is under way at Southern Research Institute here.

These projects deal with the use of plastic packages to contain food for sterilization or pasteurization by irradiation with gamma rays.

Officials said the broad objectives of the projects are to study the effects of radiation, in the presence of foods, on the protective properties of the packaging materials, and to study the effect on the packaging materials on the foods being irradiated.

Books and Reports

ATHENS, GA. A thought-provoking article entitled, "Applied Imagination and Creative Thinking" appeared in the September issue of *Georgia Business*.

James E. Gates, Dean of the College of Business Administration at the University of Georgia, and author of the article, states that a three-fold principle must be followed to gain greater creativity.

First, he stresses that individuals free themselves of all emotional blocks. The next step is to "allow yourself to be creative, by turns ideational and judicial, thinking up new ideas and then judging—not mixing the two. The final step on the path to more creativity is to "define the problem in such a way as to make it soluble."

Mr. Gates says that a great amount of "spectacular results" have been gained through a process he refers to as "brainstorming." This is simply the gathering of a group of individuals to solve a common problem.

During this period the rules mentioned above are employed and a secretary takes notes about all that is said. The ideas are then collected, duplications eliminated, and then they are evaluated for usefulness to the problem itself.

One of the main advantages to these "brainstorming" sessions is that people tend to think better and are more ideative when in the company of other persons. The author states that these new stimulating techniques are replacing the usual conference method formerly utilized by many companies.

Author Gates says that "most great ideas were greeted with sneers . . . That makes us reluctant to come up with ideas, for we know that to do so means to run the gauntlet of such sneers." He adds that, "it has often been said that great new ideas are brought forth only by people who have no fear of public opinion, and who therefore seem a little fanatical, at least to the ordinary person. . . ."

Today it is unpardonable for an individual to hold views other than those held by the chairman of the board or the company president. Mr. Gates says that a new climate, where ideas are welcome, may well be the most neces-

BOOKS AND REPORTS

sary change in existing procedures, if creative thinking is to flourish and become effective at all levels, including conferences.

Copies of the work may be obtained by writing to *Georgia Business*, Bureau of Business Administration, University of Georgia, Athens, Georgia.

of Business Research, College of Busi-

Other Recent Releases

Ed. Note. The following is a list of new books and reports recently received in the

RECORD editorial office. Orders or requests for copies should be directed to the sources indicated.

The Story of Business: Large and Small, E. I. duPont De Nemours & Company, Wilmington, Delaware, 1956, 32 pp.

Introductory Engineering Data on 3m Epoxy Resin Adhesives for the Bonding of Impervious Surfaces, St. Paul Sections of Field Service & Product Development Departments Adhesives & Coatings Division, 411 Piquette Ave., Detroit 2, Michigan, April 1955, 11 pp.

1955 Annual Report—the Bank of Virginia, Richmond, Va., 8th and Main Streets, 31 pp.

Sewerage Planning, by Thomas deS. Furman, John E. Kiker, Jr., David B. Smith, Sanitary Engineering Section, Dept. of Civil Engineering, Fla. Engineering and Industrial Experiment Station, College of Engineering, Univ. of Fla., Gainesville, Fla., 86 pp.

Nails and Spikes in Creosote-Pressure-Treated Southern Pine Poles and Timbers, by E. George Stern, Va. Polytechnic Institute Wood Research Laboratory, Blacksburg, Va., October 1956, 19 pp.

Tenth Annual Report of the Oak Ridge Institute of Nuclear Studies, Oak Ridge, Tennessee, 113 pp.

Where do engineers work in industry, American Society of Tool Engineers, 10700 Puritan Ave., Detroit 38, Michigan, 11 pp.

Process Design For Production of Maleic Acid Hydrazide For Weed Control, by E. C. Moncrief and W. H. Sawyer, Va. Polytechnic Institute, Blacksburg, Va., Oct. 1956, 31 pp.

Business Management Handbook, J. K. Lasser, McGraw-Hill Book Company, Inc., 330 West 42nd St., New York 36, N. Y., 809 pp., \$8.50.

Trade Promotion Planning Calendar, Domestic Distribution Dept., Chamber of Commerce of the U. S., 1615 H. Street, N.W., Washington 6, D. C., 13 pp.

Special days, weeks and months—1957, Domestic Distribution Dept., Chamber of Commerce of the U. S., 1615 H. Street, N.W., Washington 6, D. C., 43 pp.

Personal Income Received in Florida Counties: 1954, by Wylie Kilpatrick, Economic Leaflets, Bureau of Economic and Business Research, College of Business Administration, Univ. of Fla., Gainesville, Sept., 1956, 4 pp., \$0.03.

Organized Labor's Program to Organize the Legislative Halls, National Association of Manufacturers, 2 East 48th St., New York 17, N. Y., Sept. 1956, 14 pp., \$1.00.

Southwestern Agriculture in Transition, by J. Z. Rowe, Monthly Business Review, Federal Reserve Bank of Dallas, Nov. 1956, 14 pp.

The Nuclear Power Potential For the Nation and South Carolina, by R. Hunter Kennedy, The Univ. of South Carolina Business and Economic Review, Columbia, S. C., 4 pp.

Circuit Theory and Design, by John L. Stewart, John Wiley & Sons, Inc., 440 Fourth Ave., New York 16, N. Y., September 1956, 480 pp., \$9.50.

Business Forecasting in Practice; Principles and Cases, by Adolph G. Abramson and Russell H. Mack, John Wiley & Sons, Inc., 440 Fourth Ave., New York 16, N. Y., September 1956, 274 pp., \$6.50.



In Designing For Leisure...

there's no substitute for **SOLITE**

Here's a perfect setting for gracious outdoor living . . . another distinctive example of walls and terraces designed with SOLITE. What's more, their even texture and beauty will last *permanently*.

SOLITE is so versatile that it actually invites your creative designs, yet gives you surprising building and maintenance economies. Why settle for less?

so beautiful . . . so permanent

SOLITE

PLANTS: Aquadale, N. C.

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OFFICES: P. O. Box 205, Richmond, Va.

P. O. Box 1843, Charlotte, N. C.

FOR BETTER BUILDING—consult your architect or engineer. No matter what type of construction you are interested in, their professional advice can save you time and money!

Linen Service Firm Sets \$500,000 Unit

FLORENCE, ALA. A new plant to cost an estimated \$500,000 has been announced for Florence by National Linen Service Corp. of Atlanta.

To be known as Tri-Cities Linen Service, the plant will employ some 200 persons and will have 50,000 square feet of floor space. It will operate 25 trucks throughout northern Alabama.



Manufacturers record

THE INDUSTRIAL SOUTH AND SOUTHWEST

**- - - first in the South
since 1882 - - -**

—calls your attention to its continuing
new editorial program based on extensive
original research. To all who serve the
region, the significant new project is offering—

13 opportunities to SEE



1

january **metals**
the initial report in the January issue covers virtually all the important primary metals such as iron and steel . . . aluminum . . . magnesium . . . titanium . . . zinc . . . along with new developments in metals production throughout the South.

2

february **industrial air conditioning**
all types of equipment for industrial air conditioning, ventilation, dust control and pollution abatement . . . filters . . . humidifiers . . . dehumidifiers . . . cooling and heating equipment . . . dust collectors . . . cyclones . . . precipitators . . . exhausters . . . washers . . . roof ventilation . . . ducts . . . exchangers . . . chemical purifiers . . . heavy air systems . . . temperature controls.

3

march **transportation and travel**
rail, motor, air, and water freight lines . . . warehouse and terminal services . . . freight forwarders . . . moving, packing, and storage . . . hotels and convention facilities . . . auto rentals . . . auto fleet sales . . . trucks and trailers . . . bill of lading service . . . credit cards.

4

april **protective coatings**
paints . . . varnishes . . . lacquers . . . shellac . . . wood preserving . . . waterproofing . . . machine finishes . . . insulations . . . porcelain enamel . . . galvanizing . . . roof coatings . . . asphalt . . . tar . . . putty . . . wood fillers . . . enamels . . . linseed oil . . . turpentine . . . sizing.

5

may **contract manufacturing**
metal fabricating, welding, stamping, forging . . . machine shop services . . . boiler shop products . . . tanks . . . screw machine operations . . . plastics molding and injection . . . electrical and electronic subassemblies . . . sheet metal work . . . tool and die work . . . repair and modification services.

6

june **plant machinery and equipment**
materials handling systems, conveyors, loaders, elevators, trucks, hoists, cranes, pallets . . . machine tools . . . hand tools . . . power transmission . . . lubricating systems . . . electric motors . . . engines . . . scales . . . pumps . . . gears . . . valves . . . air compressors . . . batteries . . . firebrick . . . furnaces and ovens . . . hydraulic equipment.

Advance Information! The accompanying outline lists subjects to be given special editorial attention in **MANUFACTURERS RECORD**. A separate section will be set aside for detailed coverage of each topic and the **RECORD'S** editorial and research staff will survey existing activities as well as growth pos-



THE SOUTH'S MOST

MANUFACTURERS RECORD enjoys background which can be matched by no publications of any type anywhere in the country. The magazine has appeared weekly or monthly, without missing a publication date, continuously for some 74 years. It has served its readers through several major wars, through panics and depressions, and through a score of lesser catastrophes.

While dozens of other publications have dropped by the wayside, the **RECORD** has stood firm, quietly rendering a vital service to the region. Today many of its readers have been listed by the circulation department for periods ranging from 25 to 40 years.

Not only does the **RECORD** have the most loyal readership in the region, but its audience is also the most influential. Many industrial leaders of today have read the publication since they reported for their first job. One prominent industrialist

19. Ordnance and accessories
20. Food and kindred products
21. Tobacco manufacturers
22. Textile mill products
23. Apparel and other finished products
24. Lumber and wood products
25. Furniture and fixtures
26. Paper and allied products
27. Printing, publishing and allied industries
28. Chemicals and allied products
29. Products of petroleum and coal
30. Rubber products
31. Leather and leather products
32. Stone, clay and glass products
33. Primary metal industries
34. Fabricated metal products
35. Machinery (except electrical)
36. Electrical machinery, equipment and transportation equipment
37. Professional, scientific and controlling
38. Miscellaneous manufacturing industries

It is also significant that the manager of each important new manufacturing plant locating in the South is automatically added to the **RECORD** mailing list for an introductory period. Thus, the **RECORD**

ALL the SOUTH

sibilities. Each report will be in addition to the RECORD'S normal coverage of industrial progress in the booming 15-state region it serves.

This "inside information" is made available to assist readers and advertisers in making the most effective use of the RECORD throughout the year.

INFLUENTIAL AUDIENCE!

recalled recently that his first assignment as office boy in his company 35 years ago was to place each new issue of the RECORD on the desk of the company president.

Of significance is the fact that the total circulation has increased some 25 per cent during the past year. The RECORD's audience, already potent, has been improved substantially in both quantity and quality.

The most recent circulation audit revealed a total average distribution of approximately 12,500 copies. The largest single group of readers were managers of manufacturing plants. Other influential groups included executives of public utilities, construction firms, financial institutions, research organizations, and government agencies.

But it is the plant managers who are of greatest interest. Altogether the RECORD reaches 7,361 manufacturers as follow:

.....	15
.....	438
.....	49
.....	525
.....	226
.....	235
.....	227
.....	271
tries	190
.....	1,879
.....	313
.....	88
.....	41
.....	424
.....	1,060
.....	271
.....	498
supplies	376
.....	151
instruments	35
.....	49

is utilized by newcomers to acquaint themselves with industrial activities in the region and, more specifically, with potential suppliers.

july

containers, including boxes, cartons, jars, bottles, cans, crates, drums, hampers, baskets, squeeze bottles, aerosols, tubes, bags . . . protective wrappings . . . packaging machinery for filling, counting, sealing, and labeling . . . materials, including paper, cellophane, corrugated board, foil . . . labels, seals, and tags . . . package design.

august

safety and insurance

plant protection equipment including fire alarms, sprinkler systems, extinguishers, showers and curtains . . . safety clothing, shoes, glasses, shields, gloves and aprons . . . first aid and medical supplies . . . security systems, fencing, identification badges . . . insurance, group hospitalization, retirement, workman's compensation, health and accident, fire and theft, shipping, liability.

september

industrial chemicals

acids . . . fine chemicals . . . boiler compounds . . . dyes and intermediates . . . pine oil . . . coal by-products . . . lime . . . colors . . . alkalies . . . adsorbents . . . chlorine . . . bleaches . . . fish oil . . . essential oils . . . alcohol . . . extenders . . . water softeners . . . resins . . . catalysts . . . tung oil . . . cellulose . . . fuller's earth . . . reagents . . . adhesives . . . textile specialties.

october

office systems and equipment

business systems, filing, accounting, duplicating, reporting, communication, recording, employee testing, incentive plans, mailing, statistical data handling . . . office equipment, furniture, filing accessories . . . machines, adding, calculating, bookkeeping, typewriters . . . interior decoration, rugs, drapery . . . supplies, paper, labels, envelopes, file folders, carbon paper.

november

industrial textiles

work clothes . . . uniforms . . . special application clothing: acid resistant, fire, and heat resistant, leather . . . rope, cable, twine, cordage . . . fabric belts . . . webbing . . . insulating felts . . . rubberized fabrics . . . upholstery fillings . . . gasket materials . . . waste . . . wiping cloths.

december

sanitation and maintenance

sweeping compounds, deodorants, disinfectants, soaps and detergents . . . cleaning equipment . . . brushes, mops, brooms, vacuum cleaners, waxers, scrubbers, specialty equipment . . . laundry services: uniforms, wiping cloths, covers . . . industrial cleaning services . . . degreasers . . . steam cleaners . . . floor resurfacing . . . polishes.



opportunity number 13



Annual "13th issue" of

MANUFACTURERS RECORD

each Spring combines the well-known

BLUE BOOK OF SOUTHERN PROGRESS

published annually since 1909

and the

SOUTHERN INDUSTRIAL DIRECTORY

introduced in 1952

For half a century the South has depended on the RECORD companion for authoritative data on industrial and economic activity. Recently, by including a directory of manufacturers and purchasing guide, the usefulness of the volume has been greatly enhanced.

Truly, this edition today is a "must" for every firm doing business in the region. It is a key to industrial planning, market research, buying and selling, and to economic understanding.

Now, another major addition is planned—henceforth, the BLUE BOOK-DIRECTORY edition will include a catalog section which will enable Southern industries to locate convenient sources of supply of a wide range of products.

If you want to sell the South, you should be included. Our representatives will be happy to give you further information.

CONWAY PUBLICATIONS

NORTH ATLANTA 19, GEORGIA

Offices and Representatives: Baltimore - Chicago - Dallas - Los Angeles - New York - Orlando -
San Francisco - Washington - Atlanta



W. J. Greer, Texize President, is shown looking over containers of liquid detergent in the bottling room for consumer products.

BIG SIZE FOR TEXIZE

Greenville Company Marks Ten Years of Rapid Growth

GREENVILLE, S. C. An operation that started on a shaky financial basis in 1946 has rapidly expanded into a flourishing industrial products business here in the South.

A major part of the tremendous success of this company, Texize Corporation of Greenville, S. C., is due to an allied industry which was founded a year later which was destined to become a major factor of the business.

Had the company planners thought of expanding into the Household products Division? No, it happened almost by accident.

In 1946, when Jack Greer founded Texize he didn't have much capital, but he did have a barrelful of workable ideas. This knowledge came from years of selling sizing compounds.

Along with two associates, Greer built his first business foundation on a sound product and its companion requisite in business, good service. He built his sales force of experienced mill men, who not only knew their "P's" and "Q's" about their product, but also were well aware of mill production problems. Even today every Texize industrial representative has had some mill experience, and the majority of them have had many years in the mills they now service.

Within a short while after its beginning, Texize industrial products were used in mills from Florida to Canada. Samples of their cleaners were being used in the mills, and from there the product had gone into the homes of various mill people.

Everyone who used the cleaner asked, "Why isn't it sold in the stores so that we can use it all the time?"

So at this time—due to a quirk of fate—the Household Products Division of Texize Chemicals came into being. The year was 1947, one year after the founding of the original company.

Housewives, who are unaware the company sells anything other than their cleaning compound, have made the product famous throughout the South.

The cleaner was first marketed through grocery stores in quart bottles, then later it became available in pints and gallons.

Today the company not only is a leader in industrial textile products, but it is recognized nationally for its liquid household products and a third division of the company markets commercial maintenance products.

Building Group Planning Show For Atlanta

ATLANTA. A building industry show will be held January 23 through 26 at the new Building Industry Center in Atlanta.

The Architects and Engineers Institute, a non-profit organization, will sponsor the event.

T. T. Tucker, president of the institute, said the show will include exhibits by leading manufacturers and regional distributors of all products and services used in connection with the design, construction, modernization and maintenance of industrial, commercial and residential structures of all types.

The show will be held in the four-story building, which has 80,000 square feet of floor space, recently purchased by the organization.

This event will mark the official opening of the institute's building center which will feature permanent exhibits of items in the building and architectural field. These exhibits are designed to serve architects and engineers, and their respective clients, from throughout the Southeastern region.

The Architects and Engineers Institute, Inc., is sponsored by the Georgia chapter of the American Institute of Architects and the Georgia Engineering Society.

Southern Governors To Be Advised By Industry Group

MEMPHIS. A new committee which will advise the Southern Governors' Conference on programs in the field of industrial development was activated here recently. A planning group met under the leadership of Arkansas Governor Orval E. Faubus who is chairman of the Governors' Conference committee on industrial development.

Recommendation for the establishment of such a new committee was contained in a report presented by the Southern Association of Science and Industry to the recent Southern Governors' Conference at White Sulphur Springs, West Virginia. The function of the new group will be to advise the Southern Governors on industrial development undertakings and to maintain liaison with state and private development groups throughout the year between meetings of the Conference.

Featured speaker here at the initial session was Dr. Frank J. Soday, presi-

dent of the Southern Association of Science and Industry. Soday is vice president and director of research for Chemstrand Corporation, Decatur, Alabama.

Among those attending were: Pleas Looney, Alabama Planning and Industrial Development Board, Montgomery; John Livingstone, Florida Development Commission, Tallahassee; Scott Candler, Georgia Department of Commerce, Atlanta; Phil Miles, Kentucky Department of Economic Development, Frankfort; C. C. Hightower, Olin Mathieson Chemical Corp., Lake Charles, La.; John E. Gregg, Mississippi Manufacturers Assoc., Jackson; Alfred H. Grant, North Carolina Department of Conservation and Development, Raleigh; J. S. Bollington, Industrial Division, Oklahoma Department of Commerce and Industry, Oklahoma City; Robert L. Sumwalt, School of Engineering, University of South Carolina, Columbia.

Dr. George Whitlatch, Tennessee Industrial and Agricultural Development Commission, Nashville; Maurice Acers and J. W. McBrine, Texas Employment Commission, Austin; W. H. Caldwell, Virginia Division of Planning and Economic Development, Richmond; Andrew V. Ruckman, West Virginia Industrial and Publicity Commission, Charleston, William Rock, Arkansas Industrial Development Commission, Little Rock; and Frank Bane, Governors' Conference, Chicago.

It is expected that the new committee will hold a second session in Atlanta at an early date to make plans for 1957 activities.

Abbott is Building New Florida Center

JACKSONVILLE. Completion is expected in mid-March on a new \$200,000 building here to house a distribution center and area sales headquarters for Abbott Laboratories.

Officials of the pharmaceutical manufacturing firm said the new installation would serve Florida, south Georgia, and the South Carolina coastal area.

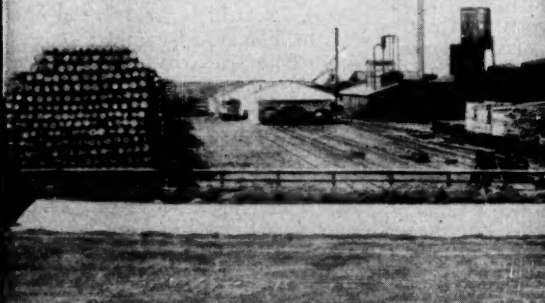
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TYPE OF BUSINESS

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Harlee Branch, Jr.—New President of The Southern Co.

BRANCH ASSUMES PRESIDENCY OF SOUTHERN CO.

ATLANTA. Harlee Branch, Jr., of Atlanta on January 1 became president of The Southern Company, parent firm of the Georgia, Alabama, Gulf and Mississippi Power companies.

Branch succeeded C. B. McManus of Atlanta who was moved up to the position of vice chairman of the board.

Succeeding Branch as president of Georgia Power was John J. McDonough, formerly executive vice president of that company.

E. A. Yates, chairman of The Southern Company, said McManus will continue to exercise his responsibilities in connection with operating problems. Branch, as president, will have general direction of the company's affairs.

McManus has been with Southern or companies in its system since 1917 and has served in a variety of capacities of increasing importance.

Branch joined Georgia Power in August, 1949, and had been president since 1951 when he was named to succeed McManus who was elected president of Southern at that time.

McDonough, a native of Savannah, came to Georgia Power after graduating from Georgia Tech in 1923. He has been succeeded executive vice president by J. M. Oliver, a veteran of 41 years with the Georgia firm and associated companies, who also was named general manager.

in May*



* The 48th annual BLUE BOOK OF SOUTHERN PROGRESS edition will be mailed to readers of MANUFACTURERS RECORD. And now's the time to make sure your firm is properly represented in the directory section. Moreover, every firm selling to Southern industry should reserve advertising space in the new catalog section. For details, write Guy H. Tucker,

CONWAY PUBLICATIONS

NORTH ATLANTA 19, GA.

The Bulletin Board

"Cross-roads of the South"—the Bulletin Board section affords a meeting place for all those who are concerned with technological and industrial development in the Southern states.

Professional cards are sold in units measuring 1 5/8 inches wide by 3/4 inch deep. Rates are \$12 for one-time insertion or \$9 per insertion on a 12-time basis. Thus, a minimum card costs \$108 per year.

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FORMICA and TILE PLANT—S. W. Ariz. Whse.-retail. Mfg. & instal. Big city loc. Lifetime oppty. R. E. optional. Dept. #23915.

DRILLING CO., Phoenix, Ariz. Mfg. & instal. concrete septic tanks; drill cesspools. Tops in area. Underfunded. Lifetime investment oppty. Dept. #23899.

PRECISION TEMPLATE MFG., So. Calif. For drafting use. Compl. rights. Unlimited potential. Xint. mkt. Priced low at \$11,000. Dept. 23773.

TOOL & DIE MFR., So. Calif. nr. L. A. Does work for many impt. co's. Netted \$31,534 in 6 mo. Compl. equip. Priced at \$28,000. Dept. #23682.

STORM WINDOW MFR., Detroit, Mich. Franchised mfg. & sale. Compl. eqpt. Expansion oppty. Dept. #62135.

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The first plant in the South for the production of mechanical springs for industry has been established at Covington, Ga. Knowledge gained in more than 25 years of experience is at the disposal of southern manufacturers in assisting to solve their spring problems. Your inquiries are invited and appreciated.

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The *Record*, in conjunction with the Southern Association of Science and Industry, makes it a policy to keep posted on all companies that are expanding into the South.

As soon as a company has announced a new plant at a site in the area, *Manufacturers Record* begins arriving at the desk of the executive in charge of the plant. Often such executives are not familiar with southern suppliers, so their first source of information is the *Record*.

This trust is justified because the *Record* has influenced the buying habits of southern industry for more than 73 years. Why not plan a regular advertising program now?

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		Direct	
		Wight and Company	62
		Direct	
		Wiley & Wilson	62
		Direct	



**Colonel
M. R.
Says**

First of Its Kind? We're really in the aviation age now. Down at Homestead, Florida, a light plane trying to land collided with a boat which was being hauled along the highway by a truck. There is something new under the sun!

New Excuse Judge M.D. Elston of Louisville, Kentucky, has been in the Traffic Court so long that he thought he had heard everything in the way of excuses and alibis. He hadn't though. Eugene G. Heron was haled before him the other day, charged with parking next to a fireplug. His excuse: he hadn't parked next to the fireplug, it had parked next to him. Turned out that the fellow was right, too. The judge checked and found that the fireplug was a new one, installed after Heron had parked his car.

No Shorts Well, it's official now. You can't appear in court in Daytona Beach, Florida, without your pants on, if the judge has anything to say about it. A city patrolman off duty showed up in court in Bermuda shorts and was promptly sent home to don long pants so that the dignity of the court might be preserved. Who says that Justice is blind?

Startled The alarm came from a downtown Little Rock firebox, located in the congested area. Naturally, it was given speedy attention by the fire department. Within minutes, eight fire trucks had raced to the scene. They found a startled negro woman standing at the box. "Somebody told me if I pulled the lever, I'd get a schedule of the city bus lines," she explained.

Good Intentions, Anyway. Billy Fuller surprised his wife all right, but not quite the way he intended. She works on the night shift in a Lexington, Kentucky, hospital and Bill wanted to have a nice hot breakfast ready for her when she came home from work. Instead, his startled wife saw him arrive at the emergency entrance to the hospital, suffering from bad burns incurred when grease popped onto his hands from the sizzling bacon and he spilled the whole painful all over himself.

Atlantans opening their mail the other day were surprised to find a pass allowing them to watch the construction of the city's new Carling's Brewery. The membership card allows them to become a member of the "Brotherhood of Sidewalk Superintendents," and entitles them to "observe closely and comment judiciously" on the progress of construction.

★ THE SOUTH'S HONOR ROLL ★

HERE ARE THE FAR-SIGHTED FIRMS AND INSTITUTIONS WHICH HAVE JOINED FORCES TO SUPPORT THE SASI PROGRAM FOR THE BENEFIT OF ALL THE CITIZENS OF THE REGION

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AMERICAN CAST IRON PIPE CO., Birmingham
American Conditioning House, Boston, Mass.
American Enka Corp., Enka, N. C.
AMERICAN NATL. BANK, Mobile
AMERICAN TOBACCO CO., Richmond
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The Anniston Star, Anniston, Ala.
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Biscayne Chemical Laboratories, Inc., Miami
Cabot Carbon Company, Gainesville, Fla.
Cameron & Barkley Co., Charleston
Carbide & Carbon Chemical Corp., N. Y.
Cardinal Products, Inc., Durham
Carolina Ford Tractor Co., Charlotte
Carolina Power & Light Co., Raleigh
Celanese Corp. of America, Bishop, Texas
Central of Georgia Railway Co., Atlanta
CENTRAL LOUISIANA ELECTRIC CO., INC., Lafayette, La.
The Chattanooga Times, Chattanooga
The Chemstrand Corp., Decatur, Ala.
THE CITIZENS & SOUTHERN NATIONAL BANK, Atlanta
CITIZENS & SOUTHERN NATIONAL BANK, Columbia
THE COCA-COLA COMPANY, Atlanta
Columbia-Southern Chemical Corp., Lake Charles, La.
Combustion Engineering-Superheater, Inc., Chattanooga
Commercial National Bank, Daytona Beach
Continental Productions Corp., Chattanooga

* Italic face type indicates sustaining members.

CONTINENTAL TURPENTINE & ROSIN CORP.

Laurel, Miss.
Corning Glass Works, Harrodsburg, Ky.
W. H. Curtin Co., New Orleans
Davison Chemical Corp., Baltimore
DeBardeleben Coal Corp., Birmingham
Dinkler-Tutwiler Hotel, Birmingham
Dow Chemical Company, Atlanta
Dow Chemical Co., Texas Div., Freeport
E. I. DUPONT DE NEMOURS & CO., INC., Wilmington
Elmco Corp., Birmingham, Ala.
Employers Insurance Co. of Alabama, Birmingham
Ernst & Ernst, Atlanta
ETHYL CORPORATION, Baton Rouge
Evening Post Publishing Co., Charleston
Experiment, Inc., Richmond
Fernwood Industries, Fernwood, Miss.
First Research Corp. of Florida, Miami
FIRST NATIONAL BANK, Atlanta
FIRST NAT'L BANK OF BIRMINGHAM
FIRST NATIONAL BANK, Leesburg, Fla.
Fisher Scientific Co., Silver Spring, Md.
Florida Power Corporation, St. Petersburg
Florida Power and Light Company, Miami
Florida Realty Letter, Miami
Fla. State Chamber of Commerce, Jacksonville

The Florida Times-Union, Jacksonville
Floridin Co., Tallahassee, Fla.
L. B. Foster Co., Atlanta
FULBRIGHT LABORATORIES, INC., Charlotte
FULTON NATIONAL BANK OF ATLANTA
General Motors Corp., Doraville, Ga.
General Adhesives Co., Nashville, Tenn.
GEORGIA POWER COMPANY, Atlanta
GRIFFIN GROCERY CO., Muskogee, Okla.
Gulf, Mobile & Ohio R. R. Co., Mobile
Gulf Oil Co., Atlanta
Gulfport Fertilizer Co., Gulfport, Miss.
GULF POWER COMPANY, Pensacola
HARSHAW CHEMICAL CO., Cleveland
Hercules Powder Co., Inc., Wilmington
Hudson's Dept. Store, Anniston
Ideal Fishing Float Co., Inc., Richmond
Ingalls Shipbuilding Corp., Pascagoula, Miss.

INTERNATIONAL BUSINESS MACHINES CORP.

New York
JEFFERSON ISLAND SALT CO., Louisville, Ky.
KERR-McGEE OIL INDUSTRIES, INC., Oklahoma City
Kewaunee Mfg Co., Adrian, Mich.
KIMBLE GLASS CO., SUBSIDIARY OF OWENS-ILLINOIS GLASS CO., Toledo
Kinston Free Press Co., Inc., Kinston, N. C.
Koppers Co., Port Arthur, Texas
Kraft Equip. Co., Savannah
Labline, Inc., Chicago
LAUREL OIL AND FERTILIZER CO., Laurel, Miss.
Law & Co., Atlanta
Lawyers Title Insurance Co., Richmond
Liggett & Myers Tobacco Co., Durham, N. C.
Liller, Neal, and Battle, Atlanta
Lion Oil Company, El Dorado
Long-Lewis Hardware Co., Bessemer, Ala.
Louisiana Power & Light Co., New Orleans
Louisville and Nashville Railroad Co., Louisville

Masonite Corp., Laurel, Miss.
McCall Manufacturing Co., Easley, S. C.
MEMPHIS PUBLISHING CO., Memphis
Merchants National Bank, Mobile
Metal-Katcher Co., Louisville
Miller and Rhoades, Inc., Richmond
Minis & Co., Savannah
Mississippi Chemical Corp., Yazoo City
MISSISSIPPI POWER CO., Gulfport
MISSISSIPPI POWER & LIGHT CO., Jackson
MISS. VALLEY GAS CO., Jackson
Monsanto Chemical Co., Anniston
Monsanto Chemical Co., Texas City, Tex.
Nashville, Chatt. & St. R. R. Co., Nashville
National Brands, Gulfport, Miss.
Nat'l Fruit Produce Co., Winchester, Va.
Ness Sanitary Wiper Co., Asheville, N. C.
Newman, Lynde & Associates, Inc., Jacksonville

NEW ORLEANS PUBLIC SERVICE, INC.

New Orleans
Newport Industries, Inc., Pensacola, Fla.
Newport News Shipbuilding & Drydock Co., Newport News, Va.
The News & Courier Co., Charleston
Norfolk and Western Railway Co., Roanoke, Virginia
Oklahoma Gas & Electric Co., Okla. City
PEMCO CORP., Baltimore
Philip Morris Co., Ltd., Richmond, Va.
PHIPPS & BIRD, INC., Richmond
PLANTATION PIPE LINE CO., Atlanta
Powhatan Mining Co., Baltimore, Md.
Wm. P. Poythress & Co., Richmond
The Progressive Farmer, Raleigh
RALSTON PURINA COMPANY, St. Louis
Reynolds Metals Co., Arkadelphia, Ark.
Richards & Assoc., Inc., Carrollton, Ga.
Rittenbaum Bros., Atlanta
Riverside Oil Mills, Marks, Miss.
A. H. Robins Co., Richmond
RUST ENGINEERING CO., Birmingham
SAVANNAH SUGAR REFINING CORP., Savannah
Seaboard Air Line R. R. Co., Norfolk
SEARS ROEBUCK & CO., Atlanta
Shell Chemical Corp., Atlanta
Shenandoah Life Ins. Co., Roanoke
Sherwood Refining Co., Gretna, La.
Smith-Douglas Co., Inc., Norfolk
Snively Groves, Inc., Winterhaven, Fla.
SONOCO PRODUCTS CO., Hartsville, S. C.
SOUTH CAROLINA ELECTRIC & GAS CO., Columbia
South Carolina Natl. Bank, Columbia
South Fla. Test Service, Miami
Southdown Sugars, Inc., Houma, La.
Southeastern Clay Co., Aiken, S. C.
SOUTHERN BELL TEL. & TEL. CO., INC., Atlanta
Southern Natural Gas Co., Birmingham
SOUTHERN STATES EQUIPMENT CORP., Hampton, Ga.
Southland Co., Yazoo City, Miss.
Southland Paper Mills, Inc., Lufkin, Texas
John F. Spear & Associates, Atlanta
STATE PLANTERS BANK & TRUST CO., Richmond, Va.
Tampa Electric Co., Tampa
Taylor & Caldwell, Inc., Walkerton, Va.
TELEPHEN CONSTRUCTION CO., Houston

Tenn.
TENNESSEE COAL & IRON, Fairfield, Ala.
Tennessee Corp., College Park
Tennessee Corp., New York
Tenn. Light and Power Co., Springfield, Tenn.
Tenn. Products & Chemical Corp., Nashville
Texas Foamed Plastic Corp., Gonzales, Tex.
Texas Gulf Sulphur Co., New Gulf, Texas
The Thomas Ala. Kaolin Co., Baltimore
Times-World Corp., Roanoke
TRUST COMPANY OF GEORGIA, Atlanta
Union Bag & Paper Corp., Savannah
UNION PLANTERS NATIONAL BANK, Memphis
UNION TRUST CO. OF MARYLAND, Baltimore
United Gas Pipe Line Co., Shreveport
Utilities Construction Co., Charleston, S. C.
Virginia-Carolina Chemical Co., Richmond
VIRGINIA ELECTRIC & POWER CO., Richmond
R. A. Wade, Chattanooga
West Point Mfg. Co., Shawmut, Ala.
West Va. Pulp & Paper Co., Charleston
WESTERN ELECTRIC COMPANY, Winston-Salem, N. C.
WHITNEY NATIONAL BANK OF NEW ORLEANS
Will Corp. of Georgia, Atlanta
Wilson Paper Box Co., Richmond
Wise Motor Co., Hazlehurst, Miss.
WOLVERINE TUBE, Decatur, Ala.
Zep Manufacturing Company, Atlanta, Ga.

AFFILIATED ORGANIZATIONS

Alabama Academy of Science
Arkansas Academy of Science
Florida Academy of Science
Georgia Academy of Science
Mississippi Academy of Science
N. C. Academy of Science
Oklahoma Academy of Science
Tennessee Academy of Science
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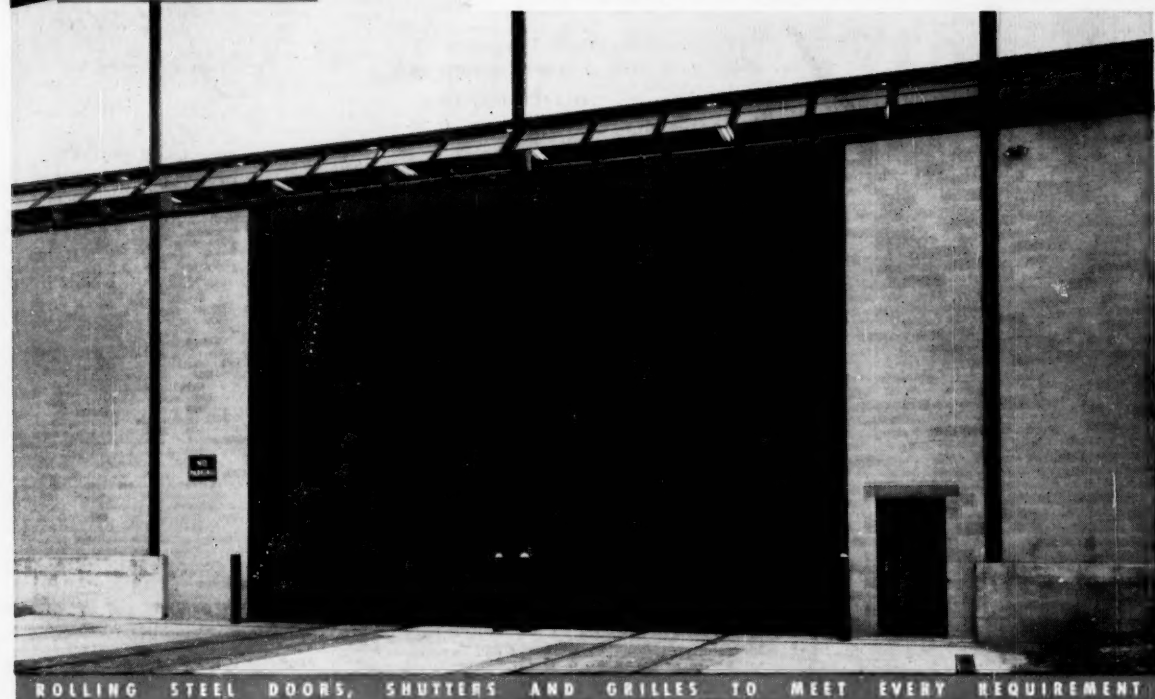
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